

E&P

March 24, 1973

Thirty-five cents

Editor & Publisher

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**Some of the biggest names in
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Bob Markus what he is today:**

**Winner of this year's
Illinois Sportswriter of the Year Award.**

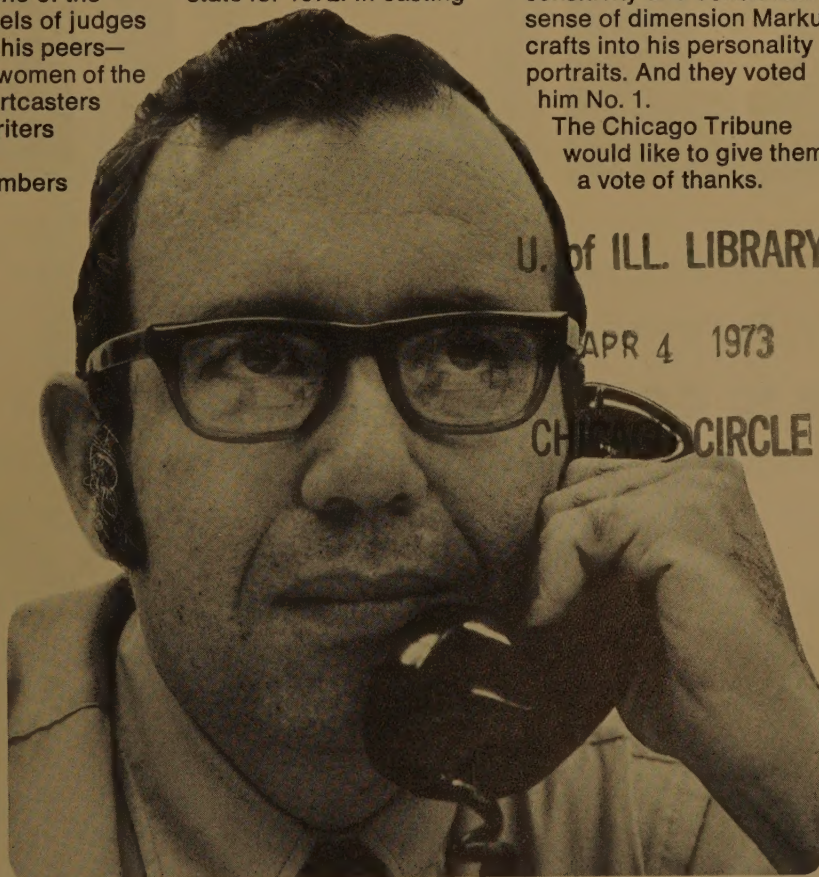
On April 4th, the Tribune's Bob Markus will be honored by one of the toughest panels of judges in the world: his peers—the men and women of the National Sportscasters and Sportswriters Association.

Illinois members

chose Markus as the top sportswriter in the state for 1972. In casting

their ballots, they weighed the clarity, color, style, wit, sensitivity and consistent sense of dimension Markus crafts into his personality portraits. And they voted him No. 1.

The Chicago Tribune would like to give them a vote of thanks.



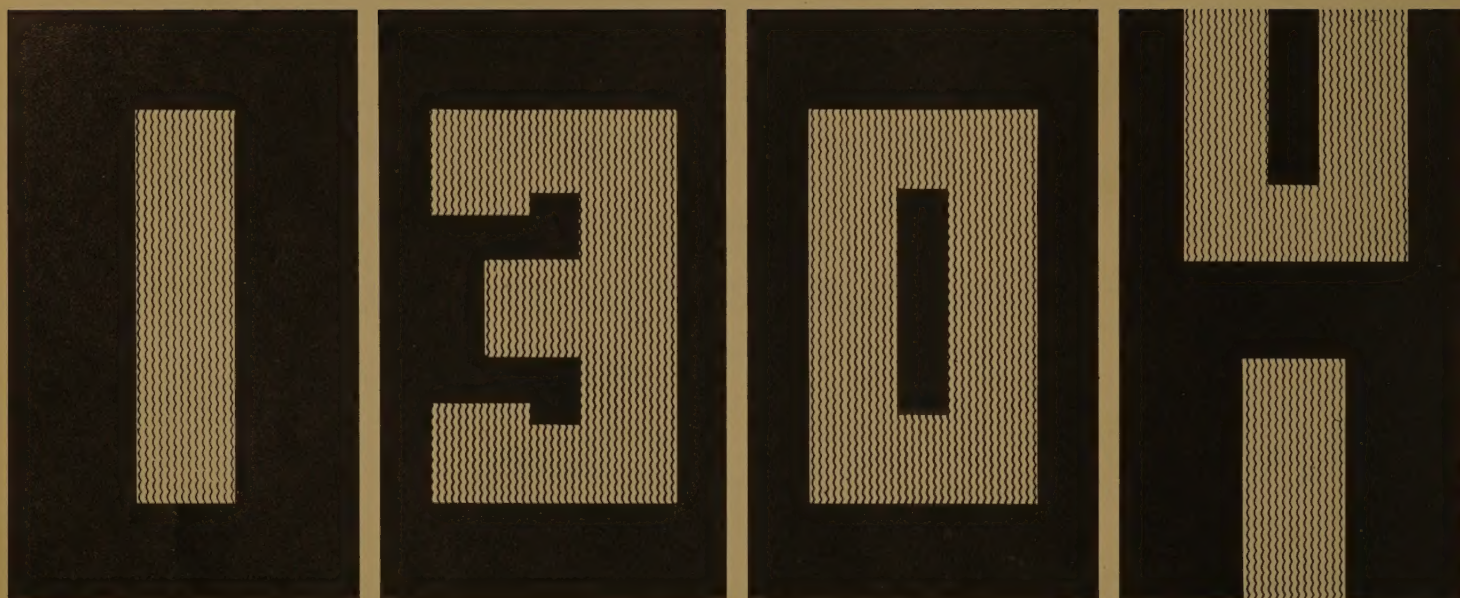
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CATCH-lines

By Lenora Williamson

NOW, THE STOLEN PAPERS—The *St. Louis Post Dispatch* stamps this message, in red, on its vending machine newspapers: "Vendor paper. If sold by a newsboy, this is a stolen paper."

* * *

LATEST IN WEAPONS—"Man Assaulted with Spaghetti" declared a tasty head in the *Washington Post*. The perpetrator (female) dumped a bowl of hot spaghetti on a man asleep in his own apartment. Second-degree burns were sustained from the assault "with a deadly weapon."

* * *

SI, SI—Dick Hitt, *Dallas Times Herald* staffer, notes that Joe Carden of the AP Dallas bureau, who will retire next September, has received a long letter from Social Security telling what he may expect at that time. The letter is in Spanish.

You move in the mold
Of old Lee Tracy
But hit the typewriter
More like Basie

—Bill Copeland
Sarasota Journal

* * *

NEVER CAN WIN DEPT.—Stanton Delaplane, *San Francisco Chronicle*, recalls the day an editor sent him to do a drought story. "Get a lot of tears in it. Cows dying of thirst. Dry waterhole with a pathetic horse looking into it . . ." Stanton got two tearful stories back to the paper and then the rains came. Two expense accounts were for tow trucks to pull him out of the mud, so he started wiring in the flood story. There's just no pleasing some editors. This one was "mad as hell" about the flood. He told Stanton: "If I sent you on a four-alarm fire, you'd come back with a story about the flowers of Spring."

* * *

LATE COPY—Appropriately enough, William L. Willoughby's story for the *Royal Oak* (Mich.) *Tribune* appeared in print two days late. Bill thinks that was ok since the piece was all about National Procrastination Week and how it never got off the ground March 4-10 in Michigan. The rule of the Philadelphia-based club is never do today what you can put off and put off. So the Michigan folk abided by booking a Detroit night club and may get round to staging a celebration next year. Tribune copy editor Thomas A. Myers noted: "Procrastinators Nap (or Fiddle)/While Their Big Week Skips By."

* * *

FOR ALMOST 30 YEARS, four letters N, I, N, and A have been woven into the Sunday theater caricatures by Al Hirschfeld for the *New York Times*. Times' engravers have a pool to see who can find the letters first, and they have to look at the plate backwards. Readers play the game too. It all began when Hirschfeld celebrated the birth of his daughter by printing "Nina, the Wonder Child" on a background poster for a circus sketch. The artist subsequently began making it harder to spot N I N A, and then omitted the letters entirely. Readers protested; even the Pentagon said the drawings were blown up to see how fast pilots could spot the letters.

Hirschfeld, talking with *Women's Wear Daily's* Howard Kissel, said that for the first 20 of his 50 years with the Times, his drawings were considered "ugly" by some editors but that nobody dared tell him to change them. "People are more timid about visual art than they are about writing . . ." Hirschfeld once worked on a musical when even chorus girls gave advice on rewriting.

* * *

"I AM VERY HONORED that they awarded me the piggy bank, but I won't have anything to put in it," *Vancouver* (B.C.) *Sun* James Nesbitt, head of the Victoria news bureau, declared upon winning a "Boar Award" from the Status of Women Council for "promoting male chauvinism." Nesbitt got the miniature gold-plated piggy bank in particular for a column on the appointment of girls as pages in the legislature. He had written the daring opinion that the girls would be happier "lovingly looking" after husbands.

EDITOR & PUBLISHER CALENDAR

MARCH

- 25-27—Central States Circulation Managers Association. Marriott Motor Hotel, Chicago.
- 26-28—ANPA Electronic Seminar, San Francisco.
- 29-31—Tennessee Press Association Advertising conference. Hyatt Regency Hotel, Knoxville.
- 29-31—Pennsylvania Newspaper Publishers Association-Interstate Advertising Managers Association, Sheraton Harrisburg Inn, Harrisburg, Pa.
- 31—Women in Communication, Region I meeting. Seattle-Tacoma Airport, Washington.
- 31—Alabama Women's Press Association, Annual meeting. Parliament House, Birmingham.
- 31—South Dakota APNA. Spring Meeting. Pierre, S.D.

APRIL

- 1-3—Spring Meeting of Inter-State Circulation Managers' Association. Hotel Hershey, Hershey, Pa.
- 3-4—ANPA Foundation Newspaper Technology Seminar for Journalism Educators. John Marshall Hotel, Richmond, Virginia.
- 1-4—Information Industry Association, Penn Center Holiday Inn, Philadelphia.
- 1-5—Newspaper Purchasing Association Conference. Regency Hyatt House, Atlanta, Ga.
- 1-6—API Newspaper Personnel Management seminar, Columbia University.
- 4-6—Illinois Daily Newspaper Markets Ad Managers Workshop. Holiday Inn, Pekin, Illinois.
- 5-7—Florida Newspaper Advertising Executives Spring Conference. International Inn, Tampa.
- 7—New York State Associated Press Association wire editors' seminar. Downtowner Motel, Colonie, N.Y.
- 7-8—North Carolina Press Association Mechanical Conference. Hilton Inn, Raleigh.
- 8-20—API City Editors seminar (for newspapers under 75,000 circulation). Columbia University.
- 11-13—Suburban Newspapers of America Annual Meeting. Fairmont Hotel, San Francisco.
- 12-14—Panhandle Press Association Convention. Quality Inn, Amarillo.
- 13-14—Tennessee Press Association. Paris Landing Inn, Paris, Tenn.
- 16-19—Newsphoto Conference for Editors. Ohio Univ. School of Journalism. Athens, Ohio.
- 16-20—Knight Newspapers seminar, Interpersonal and organizational communications, Miami.
- 23—Associated Press. Waldorf-Astoria Hotel, New York City.
- 23-26—American Newspaper Publishers Association, Waldorf-Astoria, New York City.
- 23-27—Knight Newspaper seminar, Financial management for non-financial managers, Miami.
- 26-28—South and Gulf Coast Press Association Convention, San Antonio.
- 27-29—New Jersey Press Association Annual Advertising Conference. Tami-ment Resort Hotel, Bushkill, Pa.
- 28-29—Region One conference, Sigma Delta Chi, Albany, N.Y.

MAY

- 1—Canadian Press, annual meeting, Toronto.
- 1-4—American Society Newspaper Editors (ASNE). The Shoreham Hotel, Washington.
- 3-4—Canadian Daily Newspapers Publishers Association, annual meeting, Toronto.
- 3-6—A. J. Liebling Counter-Convention. Mayflower Hotel, Wash., D.C.
- 4-6—Ohio Press Women, annual spring meeting. Sawmill Creek Lodge, Huron, Ohio.
- 5-6—New York State Mechanical Conference, The Beeches, Rome N.Y.
- 5-6—Allied Daily Newspapers Mechanical Section. Rodeway Inn, Tacoma, Wash.
- 5-6—Louisiana-Mississippi AP Association. Annual meeting. Royal Sonesta Hotel, New Orleans.
- 6-8—Ohio Circulation Managers Association, Netherland Hilton, Cincinnati.
- 6-9—Society of American Business Writers. Annual meeting. Warwick Hotel, New York, N.Y.
- 8-11—Catholic Press Association and Associated Church Press, joint convention. Radisson South, Bloomington, Minn.
- 11—Illinois Editors Highway Traffic Safety Seminar, Holiday Inn, Decatur, Ill.
- 12—Minnesota AP Association. Spring meeting. Holiday Inn, St. Paul.
- 13-16—Institute of Newspaper Controllers & Finance Officers. Doral Country Club, Miami, Florida.
- 14-18—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 15—Connecticut AP Circuit. Spring meeting. Manchester.

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Simmons says: reach the affluent St. Louis market in the Globe-Democrat.

Simmons uncovers these facts:*

64.2% of Globe-Democrat readers have annual incomes of \$10,000 and over.

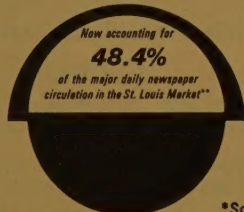
85.7% own their homes.

68.5% bought new cars.

75.3% of them are travelers.

75.7% use one or more credit cards.

If you're opting for greater sales for your product, shouldn't you sell to Globe-Democrat readers who can afford to buy? They're readers in an income bracket that allows them to be active consumers—those that can afford to buy all the things they need and most of the things they want. Need we say more? Call your Globe Salesman today. (314) 421-1212.

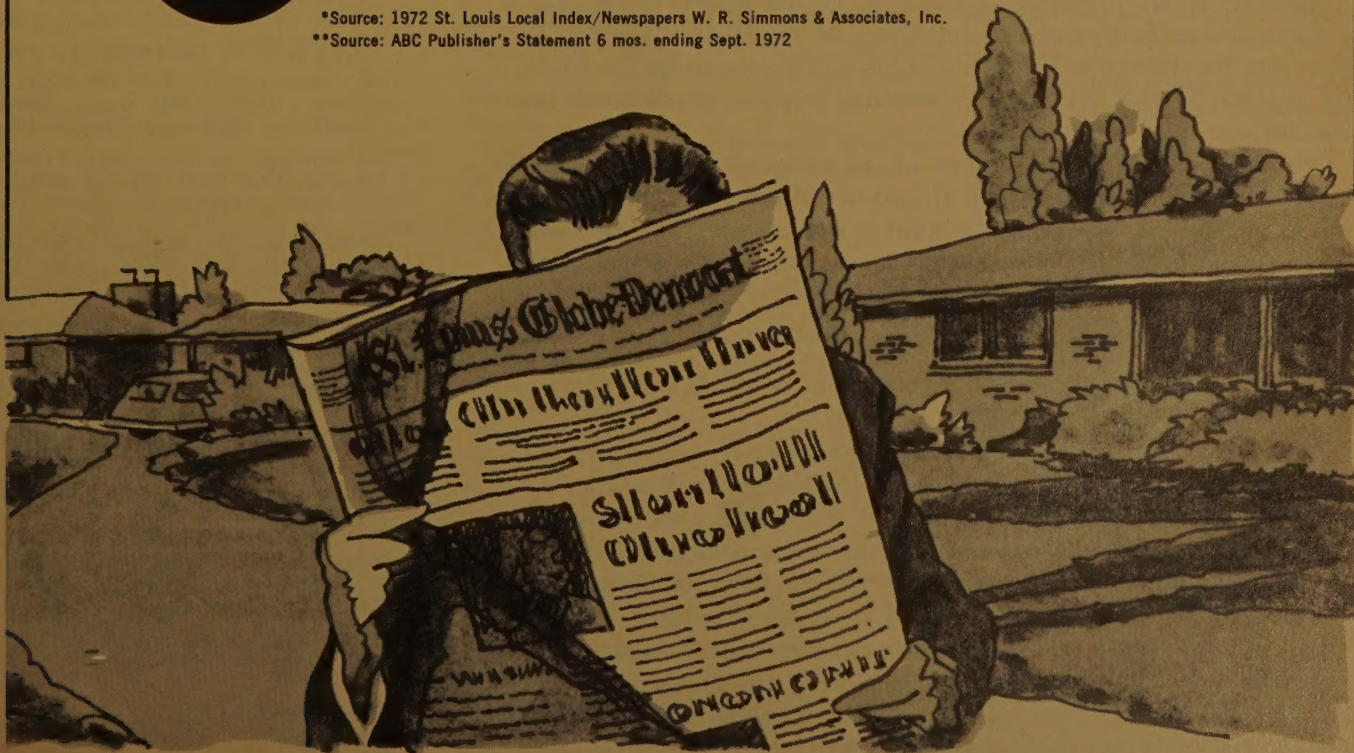


St. Louis Globe-Democrat

Represented Nationally by Newhouse Newspapers

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**Source: ABC Publisher's Statement 6 mos. ending Sept. 1972



Editor & Publisher

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Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit
Bureau of Circulations
Member, American
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6 mo. average net paid Dec. 31, 1972—25,038
Renewal rate—75.24%

Let's work together

In this issue an article on page 40 and an advertisement on page 31 explain Phase I of a new coordinated program to enlist newspaper cooperation in a campaign to inform the public on the meaning and importance of their First Amendment rights to free speech and free press.

These six ads, the first of which is reproduced in this issue, will be the forerunner of others to be prepared and distributed to newspapers by three creative services.

Advertising managers will be informed of this program by the International Newspaper Advertising Executives. Publishers will be advised through the American Newspaper Publishers Association.

There is no question about the lack of public understanding and appreciation of First Amendment guarantees. On July 31, 1971, E&P said in this space "the newspaper press of the United States has failed disastrously in educating the public as to what freedom of the press is all about." We called it a "major press failure."

There is now a program for newspapers to start doing something about it. The need is vital, and has been for some time. Full cooperation of daily and weekly newspapers in carrying these messages is recommended.

Some sanity . . .

A U.S. District Judge upheld Pennsylvania's law protecting the confidential sources of newsmen when a weekly publisher, under subpoena by defense attorneys in a gambling case, refused to answer questions about an article on illegal gambling operations.

Another weekly publisher in Connecticut was upheld by another judge in his refusal to reveal the names of confidential sources. In this case, the attempt to obtain the information came from the plaintiff in a suit against the publisher resulting from an article about the plaintiff.

Those are little rays of sunshine in the storm of subpoenas being rained on newsmen these days in all manner of cases. We applaud the action of the *New York Times* publisher who assumed full responsibility and ownership of notes being sought under subpoena in the Watergate case from one of his reporters.

Some Insanity . . .

In Colorado Springs, a judge in a manslaughter and drug trial didn't bar reporters from his trial but locked them in. Disturbed by movement in and out of the courtroom, he ordered deputies to prevent anyone from leaving the room after testimony was begun. One can visualize spectators and reporters alike raising their hands for permission to leave the room for non-news reporting reasons.

In a juvenile court case from which reporters were barred by the judge, local attorneys said they did not want any publicity on the case and told reporters that meant no standing in the hall.

If those lawyers ever sit on the bench—watch out!

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdon established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Lenora Williamson.

Editorial Assistant: Marie Stareck

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, Willard L. Pierce, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

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Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall & Sands Inc, Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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SECRET WITNESS PLAN

"Secret Witness" has paid off for the *Saginaw* (Mich.) *News*, and also for the person who turned in information which led to the conviction of a slayer.

The *News* started its Secret Witness program two years ago, modeling it after the project which the *Detroit News* has conducted with great success for about six years. The first two Saginaw cases were unsuccessful. After a long lapse during which no crimes were considered worthy of Secret Witness attention, The *News* last took up the case of a man who had been shot to death while driving his automobile. In January the killer was sentenced and the newspaper arranged to pay \$1,000 to the person who had sent in information which helped track him down. A fourth case has been launched since.

The cases are chosen through consultation between the newspaper and law enforcement officers. The *News* sets the amount of the reward and pays from its own funds. Informants are promised complete anonymity because they need never identify themselves by name. In writing or telephoning their tips, they use code numbers and words of which both they and The *News* keep records. They can even receive the money in cash through an intermediary if they wish, still keeping their names secret.

So far, each of the four crimes has been a murder and each reward offered has been \$1,000, but the type of case and amount of money can vary. The success of the third case noticeably increased interest in, and response to, the fourth case now in progress.

HAROLD V. LAPPIN

(The writer is managing editor of the *Saginaw News*.)

* * *

GREAT PHOTO RECALLED

Your feature on the *Hackensack* (N.J.) *Record's* program of liberating a staff photographer so that he might have time for creativity was of particular interest to me as a former *Record* reporter. It's clear that encouragement of originality helps, but there is no denying, that new raw talent must be there from the beginning.

One summer evening, photographer Al Paglione was assigned with me to cover a charity carnival. We passed a ferris wheel and Al's eyes sparkled. A few moments conversation with the ferris wheel operator and Al was aboard—but not just in any bucket. He planned it so, that when next the wheel stopped, he was in the 10 o'clock position shooting down at a young couple necking in another bucket high above a background of twinkling carnival lights.

The result was a picture I still remember some seven years later. The point is that sensitivity and imagination of masters like Al Paglione and the now-retired Stuart (Stubby) Davis gave the *Record* a built-in headstart on any experiment involving the photo staff.

IRA J. FURMAN

(The writer is director of communications for the Consumers Union.)

NOT A FIRST

The article on the young lady who covers the waterfront for the *San Pedro* (Calif.) *News-Pilot* (E&P March 10) is interesting. It is admittedly not a usual assignment for a female journalist, but her assignment to cover the waterfront is certainly not "a turning point in public relations for the waterfront and the news media."

One of the country's best known maritime reporters of all time was Helen Delich Bentley of the *Baltimore Sun*, now Chairman of the Federal Maritime Commission.

For a few years before the demise of the *Newark Evening News*, its waterfront-maritime reporter was Barbara Spector (now Barbara Spector Yeninas and now in public relations).

Walter Hamshar (former Marine Editor of the *New York Herald Tribune* and now a member of the staff of The Port Authority of New York and New Jersey) also reminds me of two earlier precedents. In 1958, Mr. Hamshar had Patricia Ryan working for him as a maritime reporter and she covered the beat very well despite the fact that she had to do it on crutches as a result of a disabling illness as a child.

Back in the late 40's, the Brooklyn waterfront was covered by the *Brooklyn Eagle* by Jeanne Toomey, later with AP and now free lancing.

WARREN H. GOODMAN

(The writer is public relations director for the Port of New York Authority.)

* * *

CORRECTION

On page 11 of the March 17 Editor & Publisher the article on disclosure says:

"In 1963 the Pennsylvania Supreme Court ordered the *Philadelphia Bulletin* to produce documents used as a basis of stories about the proceedings of a grand jury investigation. This ruling came although Pennsylvania has a statute prohibiting disclosure of a newspaper's source of information."

This is correct. The D.A. subpoenaed our editors and then me after I told the editors to pass the buck to me. The municipal judge sentenced me as well as the city editor, but the State Supreme Court overruled the lower court on a 6 to 1 decision.

ROBERT L. TAYLOR

(The writer is President and Publisher of the *Philadelphia Bulletin*.)

* * *

WHO CARES?

In reading Charles Radin's letter in E&P of January 20, following your editorial of December 23, and all the subsequent noise about "discrimination" in classified ads, doesn't the "right of the buyer" ever enter into this controversy?

If a patron walks into the Reporter office, plunks down the cash for a classified ad and says, "Put this under 'Help Wanted—Male,'" that's where we're going to put it.

We don't conduct polls, but if we did, we bet our readers would say, in answer to a query about whether they thought it was discrimination, "The hell with it! I've never even thought about it!"

BUD ROUSE

(The writer is Editor and Publisher of the *Uranium Empire Reporter* in Milan, New Mexico.)

FOR THE RECORD

The article concerned with my departure from the *Euclid News-Journal* appearing in the March 3 Weekly Editor column is filled with inaccuracy and distortion:

I don't mind EDITOR & PUBLISHER's display of *News-Journal* dirty laundry bearing my monogram on a national clothesline. But I'd appreciate it if the whole story was told.

Holliday is quoted as having said: "Marshall . . . didn't present all issues with fairness and balance."

That's his opinion, although being new to Euclid, and a former ad man, I hardly consider him qualified to take any position on the issues, and I'll leave the burden of proof for his statement with him.

My staff did everything in their power to present every issue "with fairness and balance," and I might add, a sense of responsibility to the community and our readers. I insisted on it. And that's what got me in trouble because by presenting the news from a neutral position, and commenting and criticizing from conscience on the editorial pages, some of the local political king pins were reflected realistically on our pages; and if anything could be more damaging to those politicians, it was the conveyance of the truth to their constituents.

Thus, my publisher, Harry Stone (who I only met once) fired me, and bought out Kearney's contract, and forced the resignation of my assistant.

WILLIAM H. MARSHALL

* * *

WHAT GIVES?

Does the administration have a double standard on making sure the public gets the facts?

Richard M. Nixon, in a policy statement on March 12: "A member or former member of the President's personal staff normally shall follow the well established precedent and decline a request for a normal appearance before a committee of the Congress."

Asst. Atty. Gen. Robert G. Dixon, in testimony before the Senate Subcommittee on the judiciary opposing shield laws on March 13: (Sometimes the interests of newsmen in protecting their sources of information) "conflict with the equally important public interest in eliciting information in order to get at the truth in judicial and legislative proceedings."

SIDNEY B. McKEEN

(The writer is assistant to the editor *Worcester* (Mass.) *Telegram*.)

Short Takes

Heavy-snow warnings were posted . . . and gal wearings flew on all the Great Lakes.—*Mattoon* (Ill.) *Journal Gazette*.

* * *

S . . . is will known hereabouts as a meteorologist, but he makes his loving as a sales engineer.—*Salem* (Mass.) *Evening News*.

* * *

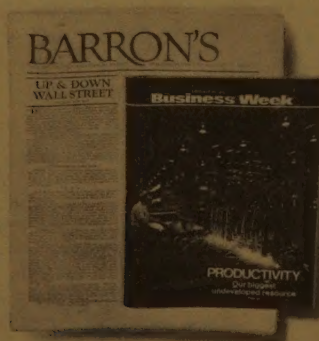
They visited in Florida and took a cruise to Hades and Jamaica.—*Lapel* (Ind.) *Review*.

* * *

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)

The New York Times

**has a higher percentage of men readers
in \$15,000-plus jobs than either
Business Week or Barron's.**



Dayton News' sex tip columns prove popular with readers

By Lenora Williamson

When "Sex Information Service" started in the *Dayton (Ohio) Daily News* 16 months ago as a frank, call-it-by-its-proper-name column twice weekly in the home and family section, some doubts were expressed about the content's acceptability in a daily general readership newspaper.

As of mid-March, 1973, the service not only runs four days a week but has begun its syndicated career with a dozen medium sized newspapers as initial subscribers, and a major publishing firm is inquiring about book rights.

The "secret" of the News' success with such a potentially controversial column says Jo Ann Knout, staff writer who from the beginning has served as coordinator, channeling questions to the permanent panel of professional authorities for signed answers, involves:

Panel of experts

First and foremost, the calibre and dedication of the panelists who have been serving without pay; secondly, the policy of referring questioners with serious problems to local professional agencies for assistance, and thirdly—NO promotion. Readers seem to find it without any help.

Subjects? Few questions are held out—maybe a few of the bolder ones. They are answered, with emergency questions getting first attention and then the medical inquiries are pushed. One top executive at the News did complain plaintively once that he was tired of reading about vaginal discharges. But, says Jo Ann Knout, you'd be amazed at the number of questions on that subject. Women who are too shy to ask a doctor about such a problem will ask via an anonymous letter to the column. Not only women. Some men, adds Mrs. Knout, who "would rather drop dead" than ask a doctor about a personal problem will write a letter where only age and sex of the writer are required as identification. No telephone inquiries are accepted.

Columbia Features, Inc., New York City, is handling the syndication of two columns a week from the News.

The same panelists, two doctors—both widely-recognized as authorities in their respective fields—and a registered nurse who has specialized in work with young people, and a minister who is also a marriage and psychological counselor, will continue to answer the letters for the syndicated columns. The News will divide income from syndication between itself, defraying some of the expanding clerical expenses, and the panelists.

Again, as with the Dayton Daily News

original column, the syndicate's advance kit is suggesting "the least amount of advance promotion" for two reasons: "Too much emphasis will only tend to sensationalize the column and attract controversy; prior experience proves that readers will find the column and hunt for it anyway. A local story precede—or several—by staff reporters can focus attention on the need for such a column as this."

Mrs. Knout told E&P that she thought subscribing newspapers should precede the column with stories on sex education and venereal disease as it exists in their readership area and that papers must be prepared with a list of all local service agencies for use in immediate referrals where appropriate as readers inquire. The Columbia Features advance folder also emphasizes local referring of questioners to local sources of help as important.

No sex therapy groups

"Sex therapy groups should NOT be referred in the column since these need to be investigated and evaluated individually," the syndicate presentation states.

Mrs. Knout is even more explicit in her philosophy about the sex therapy groups. We are not prepared, she declares, "to give love lessons or sex techniques." Some complaints, instead of coming from anti-sex people, she adds, have come from the "over-liberals," who think the column should tell all on techniques.

The column attempts to use questions with as little editing as possible so that readers can tell something about the type of person asking the question.

The Dayton column panel includes:

Ruth Wilcox, a public health nurse who has recently joined the Dayton Mental Health Center. Mrs. Wilcox, a former Navy nurse, and at one time an industrial nurse, has worked for the space program in the mental health area, and has given sex and drug education lectures to juveniles. Her main responsibility is mail from those under 21—and sometimes over that age if the question is not too medically complex.

Dr. Zelig Katz, a gynecologist, obstetrician, and psychiatrist, answers questions on female hygiene, abortion, pregnancy, and sexual problems requiring psychiatric counseling.

Dr. J. T. Breshner, urologist and authority on venereal disease, answers questions on male potency, male hygiene, and venereal disease.

The Reverend Grover Criswell, whose wife is a psychiatric nurse, handles marriage counseling letters. He is the full-time director of clinical education at the



Jo Ann Knout

Pastoral Counseling Center of Dayton and coordinator of the Suicide Prevention Service.

William Thomas, Columbia Features editor, said that inquiries on the column have been received from as far away as Australia and also by a group of papers in Canada. He added that two papers which had investigated started their own column, apparently, gave that up because of the expense involved, and, have decided to take the Dayton column.

Editing, the syndicate notes, should be geared to the community served by the subscribing paper. "The primary danger in cutting or editing questions and answers would be if a graphic statement is left out of context, an answer is misleading, or the result borders on the pornographic."

Proofreading critical

"Careful proofreading is equally important in order to avoid such errors as substituting 'public' for 'pubic', etc."

The syndicate has been working with the News for some time to coordinate the program. Mrs. Knout emphasizes that contracts with the newspapers stipulate that any paper abusing the column, sensationalizing it, will be cancelled. "We intend to keep this column a public service."

Also emphasized is that emergency questions, such as one from a person threatening suicide — should not be delayed by sending on to the Dayton panelists. Such questions should be printed and identified as "Emergency Answer" and not include any advice other than suggested local agencies that could supply help. "Any good reporter who has been writing on community problems can give

(Continued on page 33)

N.J. governor vetoes absolute immunity bill

New Jersey Gov. William Cahill vetoed (March 19) legislation that would have given reporters in the state the legal right to refuse to disclose any news information to investigative bodies.

In a related development, the U.S. Supreme Court refused to review the case of Peter J. Bridge, who was jailed for 20 days after he declined to answer grand jury questions about an alleged Newark Housing Authority scandal that he had reported on for the *Newark Evening News*.

Cahill noted that New Jersey's present shield law "provides extraordinary protection for the responsible newspaperman and gives assurances if the source is not disclosed, he cannot be compelled to testify as to the identification of the source or information which would reveal the source."

The broader immunity privilege vetoed by Cahill was introduced in December, 1972 following the jailing of Bridge, who was cited for contempt and jailed for refusing to answer five questions which sought more details about statements which appeared under his byline in the *Evening News* quoting Commissioner Pearl Beatty of the Housing Authority as saying:

"... A man walked into my office and offered me \$10,000 if I would vote for 'their choice' for executive director of the Housing Authority."

The grand jury later found no evidence of improper conduct in the selection of the new executive director of the Housing Authority.

Before ruling on the broader immunity law, Cahill ordered a full study of the measure, which had passed the Assembly by a 63-4 vote and the Senate, 28-0. In a seven-page report, Cahill said he could not sign the bill because it would:

- Permit individual newsmen and the news media to "arbitrarily" withhold information. This, he said, "could open the way to the partial, self-serving partisan disclosure of only selected portions of information received by a member of a news media, thereby frustrating the public's right to know."

- Have serious implications in that a reporter who witnessed a crime or who had knowledge that one was to be committed "might not be forced to divulge his source or his information before or after the event."

- Give newspapers the right to charge a citizen with a criminal activity by citing a "reliable source." Even assuming this information is totally false and there is no "reliable source," the injured citizen would not be permitted to unmask the falsity of the charge."

- Grant immunity to persons who cruise the streets in a sound truck who might claim to be using "mechanical or electronic means" of providing news to the public. Such is so, Cahill said, because

of the "nebulous" definitions of news and news media.

The same circumstances, he said, would apply to a person who distributes a handbill with "scurrilous attacks on others in the guise of news."

- Be in conflict with the state's existing rules of evidence "which delineate the scope of all privilege rules. In fact, the language in the bill may be more restrictive on the extent of privileges than the existing rules."

Cahill said, "It should be pointed out immediately that we are aware and supportive of the vital and essential role of the news media in our society, and especially of its initiative and leadership in many of the reforms in our country, particularly in relation to local, state and federal government."

But he noted, "While the freedom of the press is one of our most important constitutional principles, there are other very well accepted rights of our citizens which clearly come into conflict with this principle. In our American system of government, checks and balances have always played a major role in the control of unlimited power.

"It is no more acceptable to have the press all powerful than it is to have the government all powerful."

Based on that, Cahill said the subject of absolute newsman's immunity is "a very difficult and complex problem because there are critical constitutional questions involved."

Cahill cited the "conflict, at times, between the freedom of the press provided by the First Amendment and the right of every person to face his accuser guaranteed by the Sixth Amendment, and between the right of the government to have evidence and the need to preserve the free flow of news."

Cahill carried the reasoning further, saying:

"The newspaperman's privilege thus represents competition between two public interests—the desire to obtain information through newspapers and the right of the public to obtain truth through grand jury and court proceedings."

In reaching his decision, Cahill said he drew upon the opinions of Lester Markel, retired Sunday editor of the *N.Y. Times*, and Fred W. Friendly, former president of CBS News, and the U.S. Supreme Court in its *Branzburg vs. Hayes* decision last year in which it held newsmen have no Constitutional privilege to refuse disclosure of a source of information.

Cahill quoted Friendly as saying a newsman must understand "he is not a privileged character who is above the law." The governor said Markel, in writing about a proposed press council to review its performance, said the press should be subject to the same kind of scrutiny it applies to other institutions.

* * *

A shield bill in Georgia appears to be dead for this session of the legislature.

Opposition from some newsmen was cited as the main reason why two bills introduced in both the House and Senate will not be pushed through to passage. Newsmen began opposing such a measure

when it was revealed that provisions of a liberal Senate bill were narrowed in committee.

Sen. Bert Hamilton, of Macon, originally introduced a bill which would have protected newsmen from disclosing confidential sources without exception.

Then Rep. Mike Egan, of Atlanta, introduced a similar measure in the House but for three circumstances under which newsmen would be required to divulge their sources. One was that if a person could show in a superior court hearing that the reporter's information was "clearly relevant" to a specific probable violation of law. Or, if the information could not be obtained by alternative means, or if the person wanting the source revealed could demonstrate a "compelling and overriding public interest", the reporter could be forced to reveal his information.

It was this version that the Senate Special Judiciary Committee adopted and caused newsmen to balk at approving it.

* * *

Gov. Milliken of Michigan said his state needs an absolute shield law and he urged the state legislature to take action to pass a law permitting newsmen "to refuse to divulge to any state or local investigative body information or the source of information gathered in the performance of professional duties, regardless of whether the information is published or otherwise disseminated."

N. Mexico newsmen get appeal procedure law

New Mexico Governor Bruce King signed a law March 10 setting up an appeal procedure for newsmen who refuse to reveal their sources of information.

The law still allows the courts to force a newsman to disclose information that the court believes is essential to prevent injustice. But it provides for a special procedure to appeal to the State Supreme Court any lower court order to disclose information. Any contempt of court penalty against a newsman would be set aside until the Supreme Court ruled on the appeal.

The Supreme Court would hear the evidence as a new case, instead of just reviewing lower court transcripts. The act was a compromise of a proposal from the New Mexico Press Association and broadcasters who wanted confidential news sources and information protected against any court order.

New J-school head

Prof. Peter Clarke will succeed Prof. William E. Porter as chairman of the University of Michigan journalism department.

Prof. Clarke, who joined the U-M journalism faculty last September after serving as director of the University of Washington's School of Communications, will begin a five-year term as chairman July 1.

Prof. Porter plans to return to full-time teaching and research.

Federal judge sides with newsman who refuses to divulge sources

U.S. District Judge William W. Knox conditionally upheld Pennsylvania's law protecting the confidential sources of newsmen when the publisher-reporter for the weekly *Pittsburgh Forum* refused to answer questions at a pretrial proceeding or an alleged gambling boss in Pittsburgh on March 16.

Thomas A. Hennessy, publisher of the 1,000 paid circulation paper, which specializes in investigative reporting, was subpoenaed to appear at the pretrial hearing because of a byline report he wrote on an illegal gambling operation in western Pennsylvania that the government has charged Anthony "Tony" Grosso and 39 others with operating. The story appeared in the December 17, 1971 issue of the *Forum*.

At the hearing, Hennessy was summoned to testify by Grosso's lawyers. The defense attorneys claimed that parts of Hennessy's story could only have come from wiretap evidence and that the publishing of such information prejudiced their case before it had come to trial. Therefore, they said, all evidence gained through the use of wiretaps should not be admissible when the case is tried.

The state shield, considered one of the strongest in the nation, was invoked repeatedly by Hennessy as defense attorneys attempted to get him to divulge his source for segments of his story.

Hennessy told EDITOR & PUBLISHER in a telephone interview on March 20 that he refused to answer as many as 30 questions. He said his refusals were upheld by Judge Knox and the U.S. attorney in the case.

At the outset of the proceeding, Judge Knox had declared that "We are going to enforce the newspapermen's privilege in this particular case."

Knox, however, then said he felt that a federal court should not override the state law unless the testimony "would go to the heart of the case."

Anticipating a challenge, Knox then granted a motion to have Hennessy take the stand and be questioned as a matter of record.

Hennessy did not refuse to answer all the questions posed by the defense. He admitted during the examination that certain "individuals" had provided him with some of the information used in the story, but he refused to identify them.

Hennessy said that he has been advised by his lawyer that the judge's ruling may be appealed, which might mean that he would be called to testify again.

* * *

Chief District Court Judge M. Joseph Blumenfeld has ruled that the publisher of the *Wallingford* (Conn.) *Post* need not reveal the names of confidential sources he used in a story linking a philanthropist and dog track promoter with the Mafia.

Blumenfeld denied a motion which would have forced *Post* publisher Gilbert Kelman to identify two persons quoted in a front-page story last October about

philanthropist Joseph M. Linsey of Boston.

Linsey is suing Kelman and the *Post* for \$5 million. Linsey had planned to build a dog racing track in Wallingford but following the *Post* article and other organized opposition, the city Zoning Commission turned it down.

Kelman's attorney, Eugene Sosnoff, argued that Kelman should not be forced to reveal his sources because of First Amendment guarantees of freedom of speech and freedom of the press.

In denying Linsey's motion, Judge Blumenfeld did not expand on his decision and also denied a defense motion to dismiss the case.

The *Wallingford Post*, a weekly, has 7,000 circulation.

Police news blackout in Findlay eased

Maxine Radabaugh, safety-service director of Findlay, Ohio, issued guidelines Monday, March 19, on dissemination of police information to the news media.

A running feud of six months between Police Chief Morris Frankhouser and the *Republican-Courier* led to Radabaugh's policy statement. Frankhouser began in October withholding information from reporters, including names and addresses of persons involved in auto accidents, names and addresses of arrested persons, and places of crime occurrences.

The directives given to Chief Frankhouser provide for accident reports to be available to the press, as long as copies are retained at police headquarters, except if citizens show just cause in writing why names should not be included.

In addition, information available from complainant sheets is to include name of complainant, address, place of occurrence, date, time and name of the person arrested-unless deemed to be damaging to the people involved-as in rape or other similar cases. This is left to the discretion of the Police Chief.

Tom Wilson, executive editor of the *Republican Courier*, was optimistic, but cautious, in his reaction to the guidelines. "They are definitely better than we expected," he said, "but we'll have to wait and see how the police handle information from the complainant sheet. They might start playing games with their discretionary power to limit dissemination in certain cases."

Ink prices increase

Price increases of one-half cent per pound to bulk customers and one cent per pound to drum customers for Huber newsblack have been announced by the Ink Division of J.M. Huber Corporation, effective April 15.

Florida court hears arguments on "reply law"

Deputy Attorney General Barry Richard told the Florida Supreme Court in Tallahassee last week that a law requiring newspapers to print candidates' replies to criticism could lead to government control of the press.

Richard made his statements on behalf of the *Miami Herald*. He argued that if the law is found constitutional, the Legislature could easily amend it to require newspapers to print verbatim statements of government officials.

Pat Tornillo, an unsuccessful candidate for state representative last fall, filed suit against the *Herald* to get the paper to publish his reply to critical editorials.

The law was found unconstitutional in Dade County Circuit Court in October, 1972. Tornillo then appealed to the Supreme Court.

"It is frequently a practice of tyranny," said Richard, "to dictate what the press must print as well as what it cannot print."

Jerome Ballard, dean of Syracuse University Law School, represented Tornillo in oral arguments, saying the law actually strengthens a free press by stimulating debate. Tornillo's attorney, Tobias Simon, said the primary purpose of the suit is to obtain a declaration of rights so that Tornillo will have the right of reply when he runs for office again.

Violation of the law, passed in 1913, is punishable as a misdemeanor.

Briefs of amicus curiae have been filed by the American Civil Liberties Union and the *St. Petersburg Times*.

Wyoming paper drops fight against injunction

The *Platte County* (Wyo.) *Record-Times* has decided not to fight an injunction preventing the weekly from printing an ad opposing a school bond issue.

Publisher Robert Dreher said he accepted the advice of a county judge who told him that by the time Dreher hired an attorney to set aside the restraining order it would be a moot question. The ad was scheduled to run in the March 1 issue for the March 8 election.

The restraining order was brought by the Wheatland Education Association and signed by a Wyoming court official, acting in the absence of two district judges. The plaintiffs were required to post a \$100 bond to cover possible damage to the defendant. The ad in question cost \$27.

Dreher said that in not fighting the injunction "it leaves a precedent for other things to happen." But he added, because of publicity and public reaction to the first injunction "it never will happen again. If it does, we'll publish the ad" and risk a contempt of court citation.

The bond issue passed by a slim margin.

Weekly publisher is key figure in Indian action

A key figure in the Indian takeover of Wounded Knee was Aaron DeSersa, publisher of the *Shannon County News* in Pine Ridge, S. Dak.

DeSersa, whose weekly newspaper has been critical of the Bureau of Indian Affairs (BIA), initially served in a press liaison capacity for the American Indian Movement (AIM)—before DeSersa left the Wounded Knee site following threats to his family and the suspicious burning of his house. The interior was gutted and DeSersa's wife was injured.

AIM spokesmen charged his house had been firebombed by anti-AIM Indians with a Molotov cocktail. Faulty wiring has been mentioned as a possible cause but AIM claims it has proof of arson. The FBI is investigating the incident.

Following the March 1 DeSersa fire, talks between the Indians and Senators McGovern and Abourezk deteriorated, the senators reported. The South Dakota senators had attempted to negotiate Indian grievances but the fire changed the Indians "clam and cordial" mood, they said. Abourezk added that while leaving he noted the Indians were more visibly armed.

Notifies media

DeSersa, a member of AIM, notified media of the Wounded Knee action and led three television crews and other newsmen into Wounded Knee after the takeover. For several months DeSersa has been notifying newsmen of AIM demonstrations and meetings.

Many of the issues brought out in the Wounded Knee protest have been prominently featured in DeSersa's *Shannon County News*.

Current AIM press liaison John Thomas noted the *News* was particularly critical of the Oglala Sioux tribal president Richard Wilson.

AIM members have demanded Wilson's impeachment and his status continues to be a major source of disagreement between Indian and government negotiators.

Thomas said the *News* has been mainly concerned "with injustices by Wilson and the BIA", alleged misuse of funds, breaches of tribal by-laws and tribal council meetings.

Aaron published several articles asking for Wilson's ouster" before AIM lauded the Wounded Knee action, Thomas said.

Thomas said DeSersa left the Wounded Knee site to remove his family from frequent threats, but he is still publishing the *News* every week.

Hikes cross-country

Al Frisbie a reporter for the *Omaha World-Herald* said that he had spent 12 days in Wounded Knee and that he was glad to get out, that it had been "very Primitive." The "logistics" of the story were "tough" he said.

Frisbie reached Wounded Knee on March 1, and eventually made his way

into the defended village by hiking cross-country. From that time on, he said, newsmen had "the run of the place."

Since there was only one phone in the village, it was often necessary to drive upwards of 100 miles roundtrip in order to file stories and transmit photos.

At one point, the Justice Department-led Federal officials established a roadblock on the road leading into Wounded Knee. Everyone who entered the area by car was subject to a thorough search.

As soon as the Indians further down the road heard about the Federal roadblock, they established one of their own. Frisbie said that things generally went well, although occasionally individuals, both Indians and government officials countered sudden movements with a drawn gun.

Frisbie admitted that he was made uneasy by the number of young Indians who went about with loaded weapons. At one point, an Indian dropped a gun, and it discharged in the general direction of a group of newsmen meeting with AIM leader Russell Means. Means moved quickly to disarm the youth.

Play up to media

Frisbie said the AIM leadership was "very cooperative," and that they were "anxious" for the media to be on hand and to tell the AIM story. Other Indians were generally less articulate, and perhaps 50% declined to be interviewed, and hid their faces from cameras, he said.

Spokesmen for papers in Sioux Falls and Aberdeen said that the distance to Wounded Knee, the fact that the story was getting such concentrated national coverage were factors behind their decision to rely on wire service coverage.

Henry Schmitt, publisher and general manager of the *Aberdeen American-News* said by telephone that he thought the coverage of the wire service, and the fact that the paper generally used "3 or 4" pictures made the paper's coverage "more than ample." He said the Indians in Aberdeen had praised the paper, saying it was giving the story good play, but that other readers had complained that the story was being given too much coverage.

Jack Cannon, associate editor, of the *Rapid City Journal* said that "AIM seemed to realize that they need to leave their door open" to the media. For a time at the beginning of the siege, he said, the paper had honored the Federally-imposed roadblock, but after a while, access was made easier, and he said newsmen going cross-country to get into the village were observed by the Federal authorities, but not interfered with.

Frisbie said that when a number of newsmen came out of the village one day, they found their waiting cars had all coils removed, but he refused to speculate on who was responsible for the vandalism.

He said it was usually easier to speak to the AIM leaders than to Federal au-

thorities, and that the Federals tended to "throw you a few curves" in briefings. He said that this did not imply that the AIM leaders also fed the press "curves," but that it was more common with the Federal authorities.

Frisbie said that initially a pool arrangement had been used for newsmen to speak with the Indian leaders, but that the procedure had been abandoned, and that it was possible to talk with the leaders at almost "anytime, except when they were on their way to a meeting."

Gaylord's talk draws solon's ire

Two black members of the Oklahoma legislature criticized publisher E. K. Gaylord on March 12 for two remarks he made March 5 to a joint meeting of the House and Senate.

In one, the *Daily Oklahoman* and *Times* publisher suggested Italian Fascist dictator Benito Mussolini had the right idea about crime control, and in the other Gaylord complained that Negroes were using food stamps to buy steak.

Gaylord was asked to address the joint session as part of "E. K. Gaylord Century Day", proclaimed by the governor, in honor of the publisher's 100th birthday March 6.

Gaylord's exact words in his reference to Mussolini were: "There is only one preventative from what is becoming almost universal theft—and that remedy is quick and severe punishment in Italy, Mussolini found the answer. He employed an army of detectives that arrested sneak thieves by the thousands."

Rep. McIntyre said the remark "gives rebirth to that image in suggestion we follow in Mussolini's direction in curbing acts of crime. I resent—strongly resent—the holding in awe a Fascist dictator such as Mussolini as an example of a cure to crime in this country."

McIntyre's speech was interrupted five times with applause and at its conclusion many House members stood and clapped their hands. In the Senate, Porter delivered a speech virtually identical to McIntyre's, but there was no applause.

Both legislators criticized the publisher's comments about "colored" persons buying steaks with food stamps. They pointed out that for years Gaylord's newspapers would not print a picture of a black person unless he had committed a crime.

"It alarms Mr. Gaylord that four 'colored' ladies were buying groceries and T-bone steaks with food stamps, yet for the great portion of his life as a giant economic builder, his empire would not permit black citizens in any skilled or semi-skilled position."

A full account of the debate was published in the March 13 edition of the *Daily Oklahoman* with pictures of the two lawmakers.

A motion was passed 72-15 by the House to include Gaylord's speech in the permanent record.

Court quashes subpoenas on Watergate notes

Judge Charles S. Richey in Federal District Court in Washington quashed subpoenas calling for reporters from four publications to produce manuscripts, notes, tape recordings, draft copies and final drafts of stories involving the breaking into and bugging of Democratic Party headquarters in the Watergate.

In essence his ruling was that production of the material would require disclosure of confidential sources and consequently was protected by the First Amendment to the Constitution.

The action was a civil suit brought by the Republican Committee for the Re-election of the President against Lawrence O'Brien, manager of Senator George McGovern's campaign for the presidency and former chairman of the Democratic National Committee. The Republican Committee sought the testimony of the newsmen in an effort to prove that O'Brien made false statements about Republican officials in comments upon their alleged involvement in the Watergate affair.

Judge Richey's announcement that he would issue an order quashing the subpoenas came at the close of an afternoon in which attorneys for the *New York Times*, *The Washington Post*, *The Washington Star News*, and *Time Magazine* had argued that the First Amendment and the Federal Rules of Civil Procedure, required granting their motion to quash.

Main complaint

The Gravamen of their argument was that the Constitution gave absolute protection to newsmen from any requirement to reveal information gained from confidential sources in the course of their newsgathering activities. Joseph Califano, attorney for the Washington Post, asserted that the Watergate story would never have been told, but for the diggings of investigative reporters and that to require disclosure in this case would impair the whole process of investigative reporting which he characterized as the fundamental journalistic function.

Floyd Abrams, counsel for the New York Times also told Judge Richey that the First Amendment provided an absolute privilege from compelled disclosure of any confidential information obtained by newsmen in the gathering and disseminating of information needed by the people to enable them to exercise their rights and functions as citizens. This line of argument was supported by Frank Casey attorney for the Star News and John Pickering for the Times. Pickering declared that if the subpoenas were enforced there would be no protection of the right of the press to gather and print the news.

One of the grounds upon which the subpoenas were challenged was that they were so broad and so vague that compliance would impose a constitutionally prohibited burden upon the newspapers and the reporters and therefore were invalid under the federal rules. Judge Richey

found however that the requirements of subpoenas were not so broad as to be invalid under the federal rules and refused to quash on that ground.

Kenneth Parkinson attorney for the Committee to Reelect the President rejected the argument that the Constitution protected the newsmen subpoenaed. In the absence of constitutional or statutory protection, he asserted the court should not stretch the First Amendment beyond responsible bounds. Newsmen, he argued, should be required to testify and produce the material called for by the subpoenas.

Parkinson disclaimed any intent to harass or cause misery to the press but said he simply wanted the testimony to prove that O'Brien said what their stories had quoted him as saying.

In a statement preceding announcement of his decision Judge Richey said the issues were of transcendent importance and involved the "very integrity" of the judiciary the executive branch and the political parties. The court could not blind itself, he said to the chilling effect of subpoenas on the gathering and dissemination of news. He disagreed with the contention of counsel that newsmen have an absolute privilege.

He said he would sign an order quashing the subpoenas and give his reasons later in a written opinion.

Parkinson has a right to appeal the case and the assumption is that Judge Richey's decision will be taken to a higher court.

The ten news persons named in the subpoena to which they did not now need to respond are: Katherine Graham, publisher, Howard Simons, managing editor, and Carl Bernstein, and Robert Woodward, reporters of the Washington Post; Joseph Volz, Patrick Collins, Jeremiah O'Leary and James Polk of the Star News; John Crewdson, New York Times, and Dean E. Fischer of the Times.

Arthur Ochs Sulzberger, publisher of the New York Times, announced March 15 that he was taking full ownership of the notes and files of one of its reporters, subpoenaed.

Tenn senate passes newsmen's shield bill

A newsmen's shield law that would forbid lower courts to subpoena newsmen for their sources without showing "overriding" public interest to an appellate court, has been passed by the Tennessee Senate and is due for a vote in the House shortly.

The bill was proposed by the Tennessee Press Association, the association said it expects the bill to be passed easily in the House and be approved by the Governor.

Knight declares 7 cents

Knight Newspapers, Inc., board of directors have declared a quarterly dividend of 7 cents per share on common stock, payable April 14 to shareholders of record at close of business April 13. They also declared a dividend of 90 cents per share on \$3.60 cumulative stock, payable June 11, to shareholders of record at the close of business June 1.

New media record owner meets with INAE group

Members of the International Newspaper Advertising Executives' Committee met in New York March 21 to discuss the future of Media Records, the lineage measuring service, and to meet with the new owner Tom Wise.

Frank Savino, the Committee chairman and representatives from seven newspapers and the Bureau of Advertising listened to a presentation by Wise on the steps he intended to take to restore Media Records to a position of prominence.

After the meeting, Clarence Judd, president of George Neustadt Inc., a competing measurement firm, reaffirmed his company's interest in the "possible acquisition of Media Records if a merger could be negotiated."

"Personally," Judd said, "I feel that the only deal stopping roadblock may be Media Records' financial obligations to Tom Wise and his associates in 1492 Productions Inc. and to the former owners, Arcatanational Corporation".

Arcata sold Media Records to Rome Research about two years ago. In the meantime, Bernard Rome resigned from Rome Research (E&P, March 10) which led to the latest troubles in the confusing saga.

Wise, a one-time reporter for Fortune Magazine, is associated with Lazar Freres, investment bankers.

Bar group names six to study shield laws

American Bar Association President Robert W. Meserve announced that six representatives of ABA have been named to study journalists' shield laws and to consider an association policy position on the controversial issue.

Meserve first disclosed the intention to create the study group in a speech before the New England Chapter of Sigma Delta Chi, the professional journalism fraternity (E&P, March 3).

Named to represent the section of Individual Rights and Responsibilities were: Jerome J. Shestack, Philadelphia, former section chairman and now a member of the Section Council; and George Saunders, Chicago, chairman of the Section's Committee on Freedom of Speech and the Press.

Named convener of the group was Judge David Brofman, Denver, a member of the Standing Committee on Association Communications. Also named is another member of this committee, Vincent E. Whelan, San Diego, Calif., attorney.

Representing ABA's Section of Criminal Law is Daniel A. Rezneck, Washington, D.C., attorney, who is chairman of the section's Committee on Constitutional Rights. A second representative of that section is Paul A. Nejelsi of New York University Law School, who is chairman of the section's Committee on Legal Research and Criminal Justice Planning.

The study panel is expected to hold its first meeting early next month and its report will be made to the ABA Board of Governors.

Newspaper ad form revision is expected

The standard agency-media contract for magazine space, in existence since 1956, has been revised to include clearer provisions for the implementation of the dual responsibility option clause.

The new "space reservation" form, drawn up by representatives of the American Association of Advertising Agencies, the Magazine Publishers Association and the American Business Press, also includes a check-off system that would make space reservations binding when signed on the closing date by the involved parties.

The completion of revisions of the 1956 contract leaves only newspapers without a revised form. The magazine form proposal still must be approved by the MPA. (Approval, however, is considered a virtual certainty when the MPA meets March 20.)

Julian Sloan, 4A staff executive and secretary of the group's newspaper committee, said that a revised form will be discussed with representatives of the International Newspaper Advertising Executives when the agency relations committee meets on March 22.

Negotiations on the matter should begin sometime next month, Sloan said. Except for some slight changes in "phrasology," Sloan said that he expected the new newspaper form to be substantially the same as that submitted to the MPA.

Under the terms of that proposal, which Sloan stressed was "voluntary," the procedures and conditions for the option clause are more fully explained, and allowances are made for "less-than-full-run" advertising.

In a section marked "Terms of Payment," the proposed form says: "Publisher agrees to render bills to Agency . . . and to hold Agency solely responsible for payment (unless otherwise specified on the face of this form)."

Sloan said that the option for dual responsibility had "always" been in 4A contracts, but that the clarification was made by 4A to "protect the Agency commission" system.

He said that the review of the form was begun in "very early 1972," and discounted trade reports that the action was the result of the failure last year of U.S. Media and the Lennen & Newell agency. Sloan said that the form revision was "designed to update the 1956" contract and that it was "voluntary." Last December, 4A revised and issued a general ad card model for newspapers (E&P, November 25).

Conservation award

Robert Frederiksen, conservation writer for the *Providence Journal-Bulletin* has been awarded the National Wildlife Federation's special communications award for a two-part series on the state's discharge permit program and related pollution problems, and a project which enlisted volunteers for a river clean-up.



Boccardi



Johnson



Bassett



Polowetzky

Boccardi is elevated to executive editor of Associated Press

The appointment of Louis D. Boccardi, 35 years old, as executive editor of the Associated Press in control of all news operations was announced by Wes Gallagher, president and general manager.

The post of executive editor has been vacant since the retirement of Alan J. Gould in 1963.

Rene J. Cappon 48, the general news editor, will retain the title and concentrate on major enterprise stories throughout the Associated Press. In addition, Cappon will supervise all of the state news reports.

Gallagher also announced that Robert H. Johnson Jr., 49, would succeed Boccardi as managing editor. Johnson's successor as sports editor will be Wick Temple, 35, now chief of bureau for the states of Washington and Alaska.

Ben Bassett, 63, the foreign editor, will assist Cappon in supervising the state reports and in addition serve as a consultant on foreign news coverage during the next 18 months before he reaches retirement age.

Nate Polowetzky, 52, who has been enterprise editor and who worked in the foreign service of the Associated Press for 12 years, will succeed Bassett as foreign editor.

George Carmack retires

George Carmack, 66, has retired as editor of the *Albuquerque Tribune*, a post he has held since 1966. Ralph Looney, 49, assistant managing editor, has been named to succeed Carmack, who has joined the *San Antonio/News*, a Harte-Hanks paper, where he will write a column. George Baldwin, 64, managing editor since 1948, was appointed associate editor.

Patent 4-second laser facsimile transmission

Engineers at Bell Telephone Laboratories have patented a facsimile transmission method using lasers in which a full newspaper page can be transmitted and recorded on microfilm in four seconds.

The patent was granted to Dan Maydan, Melvin I. Cohen and Robert E. Kerwin.

Maydan said the laser writing method could be used by newspapers as an "inexpensive system" for facsimile transmission. The system requires no film processing, Maydan said.

For four-second transmission a wideband is required, such as a Picturephone line. The process takes about four minutes over ordinary telephone lines.

A number of companies that have licensing arrangements with Bell are studying it.

1972 record ad year for New York News

The *New York News* recorded the biggest ad lineage year in the paper's history in 1972.

The News' figures for the past year were presented by ad manager Edward F. Kroepke, who said that the total of 55,335,910 lines represented an increase of 1.4 million lines over the previous year.

At the same time, Kroepke told the annual meeting of the paper's ad staff that the paper had set a goal of another 1 million line increase for the coming year.

Of particular note in the lists of increases registered by the paper was an increase of 45 pages of Spectacolor. The new total was 144 pages.

Kroepke said that "the biggest single achievement" by the News in advertising in 1972 "was the way Newsmen held off competition on Long Island." Competition has increased in Long Island since the appearance of the Sunday edition of *Newsday*.

Kroepke also said that the News was "the only New York paper to register a gain" in 1972 department store advertising.

Knowlton and Miller join ABC's board

Archa O. Knowlton, director of media services for General Foods Corp., and Harold Miller, senior vicepresident, media and network programming for SSC&B, have been elected directors of the Audit Bureau of Circulations.

Knowlton fills a vacancy created through the resignation of Robert Recholtz, who is now with an ad agency. Miller succeeds Jeremiah Moynihan, who resigned due to health reasons.

The board accept the resignation of Dr. Melvin S. Hattwick, director of corporate advertising for Continental Oil Co., and an ABC director since 1966, Hattwick is retiring from Continental and will join the faculty of Colorado State University.

Federal shield bill remains a long shot

By Luther A. Huston

Senate and House Subcommittees have held hearings on pending bills to protect newsmen from forged disclosure to investigative bodies of confidential information and sources but final decisions involving the success or failure of the drive for legislation to implement First Amendment guarantees of press freedoms may be as remote as man's next landing on the moon.

Subcommittees of both houses will now begin the process known as "marking up" a bill that will take time. Then whatever bill the subcommittee reports goes to the full judiciary committee which may amend, redraft or reject it, that, too, takes time. If and when the full committee sends a bill to the floor of either house time will elapse before it gets on the calendar and hours may be spent in debate.

So the hopes of newsmen for protective legislation that might keep some of them from going to jail definitely must be relegated to the deferred category. And the possibility remains that Congress may not come up with any solution to the admittedly complex problem. Some witnesses have testified that they would prefer no bill at all to an unsatisfactory measure and some Congressmen and Senators have indicated agreement with that position.

The main problems the Subcommittees face as they begin their considerations are whether the legislation should provide an absolute protection under which newsmen could not be required to respond to subpoenas or testify at any time or under any circumstances, or whether the privilege should be qualified requiring testimony under some conditions; or whether federal legislation should pre-empt state statutes. Concomitant questions include definition of a newsmen, and the scope of the shield.

The chairmen of both subcommittees, and several committee members, have repeatedly expressed doubts that an absolute shield law can get through congress and doubts have been raised by congress and witnesses that a pre-emptive federal statute would be either constitutional or good policy.

Media witnesses have repeatedly been asked if they would be satisfied with a qualified law and the preponderant response has been that they would not, thus leaving the legislators to face the dilemma of how to draft a bill that would please the media, not weaken the arms of the law, and pass the test if challenged in the courts.

At the final hearing of the Kastenmeier Committee on March 20 two prosecuting attorneys, one of whom had been instrumental in sending a reporter to jail, were the witnesses. Joseph P. Lordi of Essex County, N.J., told the panel the circum-

stances surrounding the jailing of Peter Bridge, Newark reporter, and the provisions of the New Jersey law under which he was incarcerated.

When ordered to show cause why he should not be adjudged in contempt of court, Lordi said, Bridge had maintained that the information sought by the grand jury was "privileged" under New Jersey law and the First Amendment.

However, the court found that the federal constitutional offered Bridge no immunity and that since he had published the name of the person who gave him the confidential information he had waived whatever privilege he had under New Jersey law.

"If the reporter had not waived his qualified privilege and revealed the source identity of his source he never would have been held in contempt," Lordi said.

Lordi favored a qualified statute, saying that the newsmen should be given only the privilege not to reveal "the confidential source of information given to him in the course of his work."

"Newsmen should not have a privilege against revealing information itself, as distinguished from the source of that information," he testified.

His experience had taught him, Lordi said, that "an absolute privilege would be an invitation to irresponsibility" and would "create more problems than it would solve."

Lordi said he approved of the action of New Jersey's governor Cahill in vetoing an amended state shield law he regarded as going "too far" and conflicting with the "well accepted rights of citizens." In the interest of uniformity, Lordi thought, a federal statute should apply nationally.

District attorney William Cahn, of Nassau County, New York, said he had been a prosecutor for 23 years and never had a problem involving a reporters refusal to cooperate with his office. He could "count on the fingers of both hands" the number of times in his experience that a newsmen had evidence essential to the prosecution of a crime.

Law enforcement in New York, Cahn said, "has not suffered a significant waning of confidence traceable to 'the state's law which accords newsmen a statutory privilege from, nor had freedom of the press 'suffered serious abridgement in the many years the news media have operated in state and federal jurisdictions not recognizing the newsmen's testimonial immunity."

"In my opinion," Cahn said, "we would not be courting disaster if we continued the present system under which the privilege is granted by statutes in some states and, to some extent, the attorney general's guidelines at the federal level."

Cahn said he saw no need for any "tremendous change." But if change is needed a qualified statute would be preferable to an absolute privilege. Whatever law is enacted, he thought, should apply only at the federal level, with the federal statute providing guidelines for the states in enacting their own shield laws.

Cahn told the committee that *Newsday* and the *Long Island Press*, had conducted, over the past ten or fifteen years "every

successful investigations which exposed corruption and crime within our communities." Results of those investigations had been turned over to his office for further investigation and prosecution and had been of great value to him in his law enforcement endeavors.

In his experience, Cahn said, "wherever it has been necessary for law enforcement to have the cooperation of the media we have had it" and he saw no need for legislation to compel cooperation now so freely and effectively given by the media.

Mailers reach accord with N.Y. publishers

Mailers Union No. 6 became the first of New York's ten newspaper unions to reach agreement on a new contract with the city's three major dailies.

A tentative two-year agreement, subject to ratification by union membership, was reached March 20 following a 19-hour negotiating session. The new pact comes 10 days before the March 30 expiration date for current union contracts.

"We think this contract meets the needs of our membership," said George McDonald, president of the mailers, "and we have every hope it meets the needs of other unions." The ITU is the parent union of the mailers and must approve the contract.

Bertram Powers, president of Local 6 of the International Typographical Union, said that the settlement "would be totally inadequate for our members." Informed sources report Powers is demanding 5% payroll contributions by publishers to union for automation.

The agreement, covering 581 full time and about 300 substitute employees of the *New York Times*, *Post*, and *Daily News*, provides a weekly pay increase of \$13.85 on the day shift (base pay is now \$238.06 a week), and \$14.08 on the night shift in the first year, plus an increase from 3.3% to 4.8% in payments to the union's welfare fund. In the second year, there would be additional pay increases of \$13.85 and \$14.08, for the day and night shifts, respectively.

The increases, although not translated into percentage figures, amount to about 5.8% the first year (including benefits) and 5.5% the second.

Other provisions of the pact include: an increase in wages equal to any percentage increase over 6% in the cost of living between May, 1973, and May, 1974; appointment of a permanent arbitrator (Theodore Kheel, if available) who would handle grievances involving violations of the agreement with power to levy a fine of \$10,000 a day; dropping two damage claims against the union, one by the News involving \$4,000, the other an unjustified claim by the Times for \$240,000 after a one-day stoppage last summer; an increase from 10 to 15 single days a mailer may take as part of his 25 vacation days, and qualification for compassionate leave after six months, instead of one year on the job.

Boston Globe says it won't respond to press council

The *Boston Globe* this week said in an editorial that it will not cooperate with the press council which the Twentieth Century Fund is establishing.

"While we wish the Twentieth Century Fund well in achieving its professed ideal," the *Globe* stated, "we shall not cooperate with its grievance committee. For to do so would further undermine the First Amendment which, heaven only knows, is already in enough danger."

The *Globe* said the "well-intentioned effort to bring more of the truth before the public could, over a period of time, become the object of pressure groups with the end result that less truth and not more of it is published."

The best critic of the press, the *Globe* suggested, is the reader himself who is "the only kind of monitor a newspaper must listen to, day in and day out." He would be fully justified, the *Globe* said, in not buying a newspaper on the day it starts to submit to monitoring of any sort by any outside pressure group.

On its Op-Ed page the same day (March 20) the *Globe* presented a discussion of press councils. Ian Menzies, associate editor of the *Globe*, answered "yes" to the question, preferably regional, he concluded would insure the right of the public to some redress of mistakes. Menzies said it is questionable how effective the proposed national press council would be since it would have no power to compel anything, even to the extent of having its findings published in any newspaper.

For another view the *Globe* reprinted an article from [More] the *journalism review* by its editor, Richard Pollak. This argued for a press system that would give newsroom personnel more power in determining the content of newspapers.

"The newsrooms," Pollak wrote, "are full of journalists with good ideas about how to create a more responsible and responsive press. If they had the power they deserve, the face of journalism in this country might change markedly—far more than it ever will under periodic hot compresses ministered by a national press council."

Balm for union leader

Jesse Manbeck, a militant leader of Columbia Typographical Union (ITU) in Washington, D.C., received an apology and a small amount of cash this week from his employer in settlement of a false arrest suit which he had filed. In connection with a dispute at the plant of Byron S. Adams Printing Inc. in January, Manbeck was arrested, handcuffed and charged with disorderly conduct. The company, for which he works, declined to prosecute and instead paid Manbeck \$2,000 and apologized to him "for any inconvenience" caused by the "unpleasant situation."

Past Week's Range of Stock Prices

NEWSPAPERS		
American Financial Corp. (OTC)	3/14	3/21
Booth Newspapers (OTC)	15 1/2	14 3/4
Capital Cities Bdcstg. (NYSE)	24 3/4	22
Com Corp. (OTC)	52 1/2	50 1/2
Cowles Comm (NYSE)	5 1/2	5 1/2
Dow Jones (OTC)	7 1/4	7
Downe Comm (OTC)	35 1/4	35 3/4
Gannett (NYSE)	35	35
Harte Hanks (NYSE)	44	44 1/4
Jefferson-Pilot (NYSE)	26 1/2	25 1/2
Knight (NYSE)	68 3/4	67
Lee Enterprises (AMEX)	52 3/4	53 1/4
Media General (AMEX)	20	19 1/2
Multimedia (OTC)	43	42
New York Times (AMEX)	26 1/2	25 1/2
Panax (OTC)	13 1/4	13 3/4
Post Corp. (WISC.) (OTC)	6 3/4	6 1/2
Quebecor (AMEX)	13 1/2	13
Ridder Publications (NYSE)	15 1/2	15 3/4
Southern Press (CE)	26 1/2	25
Speidel (OTC)	31 3/4	31 1/2
Thomson Newspapers (CE)	15	15
Time Inc. (NYSE)	14 1/4	14 1/4
Times Mirror (NYSE)	41 1/2	39 1/2
Toronto Star (CE)	22 1/4	19 3/4
Washington Post (AMEX)	24	24
	28 3/4	28 1/4

SUPPLIERS		
Abitibi (CE)	11 3/4	11 1/2
Addressograph Multi. (NYSE)	24	21 1/2
Alden Electronics (OTC)	1 1/4	1 1/4
Alfair (OTC)	4 3/4	4 1/4
Ball Corp. (OTC)	16 1/4	16
B. C. Forest (CE)	34	34 3/4
Berkey Photo (NYSE)	14 3/4	12 3/4
Boise Cascade (NYSE)	9 3/4	8 3/4
Compugraphic (AMEX)	24 3/4	25 1/2
Compuscan (OTC)	7 1/4	7 1/4
Crown Zellerbach (NYSE)	24 3/4	24 1/4
Cutler-Hammer (NYSE)	39	36 1/2
Dayco (NYSE)	17 1/4	17 1/4
Digital Equipment (NYSE)	86 3/4	82 1/2
Domtar (AMEX)	20 1/2	19 3/4
Dow Chemical (NYSE)	103 3/4	101 3/4
Dymo (NYSE)	21 3/4	20 1/2
ECRM (OTC)	10 1/2	11 1/2
Eastman Kodak (NYSE)	146 3/4	141
Ehrenreich Photo (AMEX)	12 1/2	12
Elfra (NYSE)	31	31
General Electric (NYSE)	67 3/4	65 3/4
Georgia Pacific (NYSE)	33 3/4	31 1/4
Grace, W. R. (NYSE)	25	25
Great Lakes Paper (CE)	22 1/2	22 1/2
Great No. Nekooa (NYSE)	48	46 3/4
Harris Intertype (NYSE)	39 1/4	39
Inmont (NYSE)	9	8 3/4
International Paper (NYSE)	36 3/4	35
Itek Corp. (NYSE)	40 3/4	39 1/4
Kimberly Clark (NYSE)	40	39 3/4
LogElectronics (OTC)	5	5
MacMillan, Bloedel (CE)	31 1/4	31 1/4
Milgo Electronics (AMEX)	21	20 1/4
Millmaster Onyx (AMEX)	11 1/4	10 1/4
Minnesota Min. & Mfg. (NYSE)	85 3/4	84 3/4
Photon (OTC)	4 3/4	3 3/4
Richardson (NYSE)	14 3/4	14 3/4
Rockwell Intl. (NYSE)	28 3/4	26 3/4
Singer (NYSE)	56 1/4	53 3/4
Southland Paper (OTC)	15 3/4	15 3/4
Southwest Forest Ind. (NYSE)	10 1/4	10
Sun Chemical (NYSE)	21 3/4	21 1/4
Wheelabrator-Frye (NYSE)	17 1/4	16 1/4
White Consolidated (NYSE)	16 3/4	15 3/4
Wood Industries (AMEX)	18	16 3/4

ADVERTISING AGENCIES		
Doremus (OTC)	8	8 1/4
Doyle, Dane, Bernback (OTC)	16 3/4	16
Foots, Cone, Belding (NYSE)	9 3/4	9 1/2
Frank, Clinton E. (OTC)	9 3/4	8 3/4
Gray Advertising (OTC)	13 1/4	12 1/2
Interpublic Group (NYSE)	21 3/4	19 1/4
Needham, Harper & Steers (OTC)	21 1/4	20 3/4
Ogilvy, Mather (OTC)	26 3/4	27 3/4
PKL Co. (OTC)	2 3/4	2 3/4
J. W. Thompson (NYSE)	16 3/4	15 1/2
Tracy-Locke (OTC)	5 1/2	5 1/4
Wells Rich Greene (NYSE)	15 3/4	14 1/2

Newspaper Week theme stresses choice freedom

"Newspapers: Your Foundation For Free Choice." That is the theme of this year's celebration of Newspaper Week, October 7-13. Announcement of the selection of the theme was made by Newspaper Week committee chairman James W. Hall, Jr., executive director of the Alabama Press Association. Plans for proposed programs and press kits are expected to be finalized by June 1 and distribution is slated for September 1.

N.J. journalist promotes peace for press, police

New Jersey journalist James Edward Keogh has launched an attack on "friction" between the press and police.

Keogh a former reporter for the *Union City Hudson Dispatch*, is teaching police recruits about the media as an instructor at the Bergen County (N.J.) Police Academy and as a guest lecturer at the New York City Police Academy. Keogh is also starting press relations courses for advanced level policemen at several colleges and universities.

Keogh said policemen "don't know what happens to a news story after they talk to reporters." He noted a recent survey taken at one police academy which reported 90% of a basic training class distrusted media reporting of police stories.

"If the trainees have this viewpoint before they become police officers, this antagonism can only continue to grow," he said.

Keogh's course at Bergen County contains a survey of journalism and information on how to deal with reporters and press conferences. Keogh said most recruits currently are only told not to give out the names of rape victims and juveniles.

Keogh noted that in major incidents an average patrolman might be confronted with several television cameras and microphones. "How can a police officer handle this task without some type of training?" he asked.

Keogh said a major problem in future police-press relations is in reaching the regular patrolmen. Classes are now scheduled only for recruits and advanced officers.

Keogh is also writing a series on police-press relations for the *Police Times* magazine.

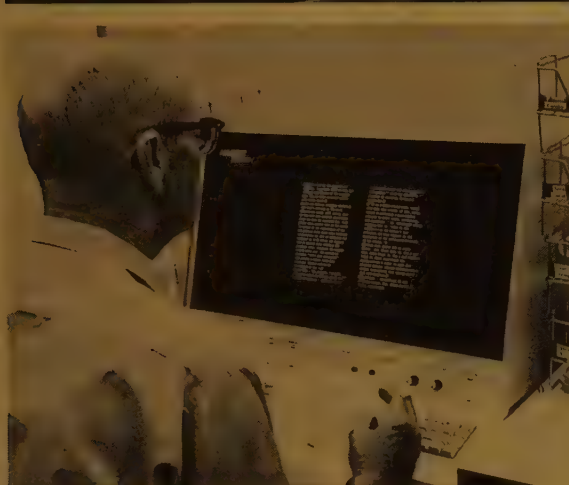
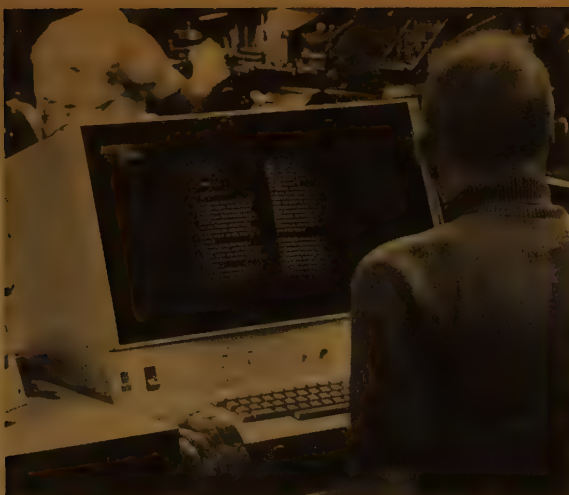
As a reporter for the *Dispatch*, Keogh was nominated for a Pulitzer Prize for an investigative report on election law violations in New Jersey. He is now working as a free lance.

Carriers are airborne

As a reward for obtaining new subscribers, 147 of *Newsday's*, 500 carriers went on a two-hour "skyfari" in a Pan Am 707 Jet Clipper. Eight adult supervisors accompanied the boys and girls on the aerial jaunt that covered 650 miles over points of interest in New York State and New England. The pilot was Capt. Arthur J. Neppel who flew on the press plane to China with President Nixon a year ago.

Rug snatchers at work

A little bit of glitter will be missing for awhile from the glamorous new publishing home of the Westchester Rockland Newspapers at Harrison, N.Y. Thieves got away with eigh rolls of gold carpeting worth \$2,405, the decorator reported to police.



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Discount group head warns of ad reduction

By Jeff Mill

The executive vicepresident of the Mass Retailing Institute, Kurt Barnard, has charged that mass retailers—discount stores—are being “blackened out” of favorable editorial coverage by newspapers, and warns that the retailers will shortly divert a “major portion” of their one-and-a-half billion dollar ad budget to direct mail.

Barnard made the statements in an interview with EDITOR & PUBLISHER. He said newspapers are “actively discriminating” against the mass retailers, and that in some cases, this is the result of “instructions” passed to the papers by “traditional” retailers.

To counteract this negative press, he said, three newspapers—one daily and two weeklies—were last year acquired by front corporations acting for three “medium sized chains, with sales in the \$100 million range.” And he added that more acquisitions may occur again in the future. He refused to identify the companies and papers.

Barnard said that “very distinct communications problems” exist between the papers and the retailers, and that it was “not totally attributable to (the retailers).”

“A real revolt” against newspapers is brewing amongst the discounters, he warned. In addition to the acquisition of newspapers, Barnard also said that discounters were building their own plant to print inserts and other forms of advertising.

Barnard said that the retailers in the mass/discount area accounted for \$33 billion in sales last year, and that the discounters contributed \$1.5 billion in advertising to newspapers.

While he said he “hoped” and “expected” that newspapers would always be the number one means of advertising for the discounters, he acknowledged that steps were being taken to off-set the lack of positive editorial comment, and also because of increased expenses.

Barnard said that the mass retailers were responsible for “dramatic social changes” within the last 15 years, but that they could not get favorable mention made of their contribution.

“The only time,” he said, that retailers are mentioned is “when someone is murdered in one of our stores,” or if “one of the chains goes bankrupt.”

Barnard also levelled criticisms at the Bureau of Advertising, and in particular at the BoA’s “Future of Retailing” presentation. Barnard called the presentation “inadequate.”

Jim Hollis, vicepresident in charge of discount stores at the Bureau of Advertising, said he found other retailers to be very enthusiastic about the presentation. He speculated that Barnard was siding with declining stores, and was seeking,

“personal publicity” to boost his own situation.

Barnard expressed worry about how citizens were to be protected from the excesses of quasi-governmental organizations and institutions, and said that he was “very worried” about the concentration of media in the hands of a few.

Stickell again heads BoA plans committee

Vance L. Stickell, vicepresident of sales for the *Los Angeles Times*, was reappointed this week to a second one-year term as chairman of the Plans Committee of the Bureau of Advertising. Howard Grothe, advertising director of the *Miami Herald and News*, was again named vicechairman.

Frank Batten, chairman of Landmark Communications, Inc., who is also chairman of the Bureau, announced the appointments at a meeting in the Park Lane Hotel here.

Batten named the following to three-year terms as new members of the Plans Committee: Roger Clapp, advertising manager, *Richmond (Va.) News Leader* and *Times-Dispatch*; Victor Modeer, business manager, *St. Joseph (Mo.) Gazette* and *News-Press*; Kendall Somers, advertising manager, *Findlay (Ohio) Republican-Courier*; George McFadden, advertising director, *St. Paul (Minn.) Dispatch* and *Pioneer Press*; Paul Tovey, advertising director, *Toledo (Ohio) Blade*; Cortland Peterson, director of advertising, *Rochester (N.Y.) Democrat & Chronicle* and *Times-Union*, and Steve Harper, advertising director, *Nashville (Tenn.) Banner and Tennessean*.

Jack Kauffman bureau president said that Hugh C. Quinn Detroit editor for Ad Age will join the Bureau as an account executive, automotive marketing, in the Detroit office on April 2.

Ridder group reports year-end earnings

Ridder Publications, Inc. reported unaudited results of \$12,147,000 net income, equal to \$1.33 per common share, on revenues of \$142,920,000. This compares to 1971 earnings of \$11,646,000, or \$1.28 per share, on revenues of \$129,881,000 and before extraordinary gain of \$2,072,000 or 22 cents per share.

Earnings per share figures are based on the average number of shares outstanding and equivalent shares 9,144,647 for 1972 and 9,125,310 for 1971.

For the fourth quarter of 1972, net earnings were \$3,346,000 or 37 cents per share, on revenues of \$38,505,000. For the same period in 1971, net earnings were \$5,657,000 or 39 cents per share before extraordinary gain of \$2,072,000 or 22 cents per share on revenues of \$35,063,000.

Quarterly earnings per share are based on the average number of shares outstanding and equivalent shares 9,140,359 for 1972 and 9,146,087 for 1971.

Washington Post sues printers for ‘sick-out’ losses

The Washington Publishers Association, which represents the *Washington Post* and the *Washington Star-News*, have filed grievances against the Columbia Typographical Union, Local 101, claiming that absenteeism by printers on two occasions cost the Post more than \$265,000 in lost circulation.

John Prescott, president of The Post said 275 printers participated in a “sick out” March 16. The newspaper, he said, was unable to publish some 36 pages of its Sunday edition, including 26 pages of classified advertising. This included most automobile ads, he said. He said more than half the scheduled work force was missing Friday.

There was no similar absenteeism at The Star-News. A release from the Washington Publishers Association attributes the dispute to efforts by the union to secure a 1.5 percent wage increase, which is pending before the Council of Living Council.

In addition, the Post is claiming \$133,438 in damages for “similar disruptive actions” in October of 1972, during contract negotiations with the union.

The contract between the publishers association and the union stipulates that grievances filed against the union go to arbitration unless agreement can be reached between the paper involved and the union.

The contract also provides for five days sick leave a year. “All the men turned in sick cards for that day. They are being paid under protest,” Prescott said.

The Post is claiming \$131,655 in damages it attributes to overtime, loss from circulation and from advertising, as a result of Friday’s absenteeism. The loss of circulation was attributed to a two hour delay in the press run.

Four Chicago Tribune ad salesmen cited

Awards in recognition of outstanding performance as salesmen in 1972 were presented to four members of the *Chicago Tribune-Chicago Today* advertising department.

Robert M. Hunt, advertising director presented the awards to George F. Ericson, John M. Moore, James R. Pagliaro and Richard L. Schovanec.

Stanton Cook, president and chief operating officer of the Tribune Company told the winners at a breakfast that in 1972 the company set an all-time high in total revenue and lineage and “had just about the best year in the company’s history.”

The awards were established in 1958 to honor the late Chesser M. Campbell, president and publisher of the Tribune Company and the Tribune, who worked in the ad department 27 years.

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Computer model projects future revenues, costs

A new computer system at the *Chattanooga* (Tenn.) *Times* enables management to project a detailed month-by-month financial analysis a full year in advance.

The system is an offshoot of the regular accounting information processed on the newspaper's new IBM System/3 Model 10 computer. It allows the "Times" to study the possible effects of changes in revenues and costs on the paper's profits far before they actually occur.

Based on annualized estimates fed into the computer, the system prepares a monthly budget for the year with seasonal corrections for revenue and expense items. As each month's data is realized, the system compares actual experience to the budget and shows dollar variances for the current month, for the year to date and compares current year's experience against the same year to date information from the prior year.

It also produces monthly balance sheets and comparative expense reports by department or by expense category.

"With our budgeting system," said Bill Holmberg, president and general manager, "we have the capacity to look ahead and determine what would happen to profits if our revenues or expenses changed during the course of the year."

"For example, if we anticipate that paper costs might rise by two per cent next year, we can run new figures through our budget system in a matter of minutes and see just what this will do to our position on a monthly basis," he said.

"The system also provides us with a wealth of detail on expense summaries," said Harvey Medearis, treasurer. "We can break down any expense item by any criteria we choose, by department or by

total. As a normal report, for example, we might look at supervisors' salaries by department and analyze them as a per cent of the total department's budget or as a per cent of our total supervisors' salary expense. We might look at their increase over last year on either a percentage or a total dollar basis. This sort of thing is often the type of information you need at a moment's notice that would be impractical to get without a computer.

"We are also able to generate operational reports such as production cost per page, average advertising line cost, page cost per subscriber, revenue per subscriber, labor analysis and advertising sales per salesman that are extremely useful in controlling costs and increasing

productivity. As well, the System/3 handling circulation accounting, carry over accounting and billing, payroll, accounts receivable and accounts payable said Medearis.

The System/3 will also give the *Times* the capability to expand direct subscriber billing. "We are working to develop more pre-paid subscribers," said Bill Holmberg. "Many newspapers don't really know who their individual subscribers are since billing is done mostly through carriers. We not only want to know who is reading the paper, but also who isn't, so that we can go after them as subscribers. This sort of thing will be much more feasible now that we have the System/3."

Canadian mills operate at almost full capacity

The publication *Newsprint Facts* reports in its current issue that Canadian mills are "working at over 90% of capacity" to meet demand for newsprint.

The publication, which is issued by the Newsprint Information Committee, composed of seven Canadian mills, said a number of Canadian newsprint mills have converted to seven-day operation this year for the first time in their history.

Only a few of the 45 mills remain on a six-day week and this is because of wood shortage, power limitations or other problems.

Seven-day operation must be negotiated with the unions, the publication noted, which usually means extra expenses that "raises costs considerably and are virtually irreversible."

If there is no downturn in the economy, supply may be especially tight in the peak Easter advertising season, *Newsprint Facts* reports analysts as saying. "They hope for an easing of the situation after that challenge, and an opportunity to build tonnage in preparation for the autumn upsurge."

Dislocations caused some discomfort on the part of both suppliers and customers. Many newspapers found themselves briefly with warehouses nearly emptied by the continuing advertising boom, and received newsprint shipments just in

time. Some newspaper operations directors had orders to use even transatlantic shipping to avoid the risk of damaged shipments with a high weather factor, rather than risk shortage, *Newsprint Facts* said.

While the "continuing advertising boom" is a key factor in the tight supply situation, there are other circumstances contributing to the problem. *Newsprint Facts* said floods in the summer and storms in the winter kept workers out of the woods in the U.S. South, reducing wood supplies. In Canada, heavy snow and a shortage of woods labor reduced wood production, while mills had to scramble for scarce railcars when frozen harbors restricted boat shipment.

Two newsmen join Race Relations group

Cynthia Jo Rich, assistant manager for personnel and recruitment for United Press International, and Anthony Griggs, a reporter for the *Chicago Daily Defender*, have joined the Race Relations Information Center in Nashville, Tenn.

They will both serve as reporters for the Center's *Race Relations Reporter*, a magazine and newsletter.

At UPI, Miss Rich was in charge of the Affirmative Action Program that was established to find and develop talent from minority groups. She joined UPI in February, 1972, from the *White Plains* (N.Y.) *Reporter Dispatch*, where she has been a reporter for two years.

The Race Relations Information Center is a private operation funded by the Edna McConnell Cleish Foundation, the founder of the Avon Cosmetic Company. For two years, the Center operated under a grant from the Ford Foundation.

John Siegenthaler, publisher of the *Nashville Tennessean*, is chairman of the Center's board of directors, which includes several news media executives.

Goes bi-weekly

The *Milton* (Fla.) *Press-Gazette* began publishing bi-weekly on February 12. It has been published once a week. The paper will appear on newsstands on Thursday and Monday. The reason for the switch was attributed to the fact that the county commission recently voted to hold its meetings on Thursdays rather than Tuesdays and this would have hampered the paper's coverage.

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Quality health care— a right, or a privilege?

Most people tend to think of high-quality health care as a right, one of our many *Blessings of Liberty*. But in reality, this has become more of a privilege.

Medical care costs are at a record high and still rising. Few people can afford to be sick, even for a short time. A long-term disablement—a stroke, for example—can easily bring financial ruin.

Why? Present health care methods are not working. *Medicare* and *Medicaid* are inadequate to today's needs. They're inefficient and archaic. They promote the use of costly acute care centers for all illnesses—both short and long-term—when alternative facilities for the convalescent or the chronically ill would be equally efficient and far less costly.

The inadequacy of present programs represents the root cause of the crisis in American health care. If the collapse of our entire medical care delivery system is to be prevented, we must have a realistic and comprehensive National Health Insurance Program that covers all of our citizens. The need is urgent.

What kind of program should the Congress adopt? Seven major proposals have been submitted to the Senate and House for consideration. Only one of these is addressed solely to chronic illness—the nation's current major health problem. It's called CHRONICARE—a national plan for long-term health care. The other plans are primarily oriented toward acute, short-term care.

The American Nursing Home Association feels the time has come for society to end the tragic and shameful neglect of the chronically ill and disabled. This is why we've asked Congress to make CHRONICARE an essential part of any legislation that reconstructs our health care insurance pro-

grams. Without it, many of the mentally ill and retarded still will be living in today's shocking and inhumane conditions.

Many of the aged still will suffer from the lack of drugs, nutritious foods and other medical services. Many disabled still will lack necessary prosthetic appliances, rehabilitative services and drugs to ease pain. Why should these segments of our society be left out? Why can't a complete care system be adopted by Congress? Why should a person with mental illness, a retarded child, a paraplegic be treated differently under a national health care delivery system?

CHRONICARE is a bold, new concept in providing health care services for the chronically ill and disabled. It calls for the modern, high-quality nursing home to play a larger role in the nation's health care system. And it calls for an end to the barriers that have limited the capabilities of modern nursing homes.

CHRONICARE is a realistic approach to today's health care problem. It places principle over precedent by recognizing that every American has a right to high-quality, convenient, long-term health care, regardless of age, color, race, creed or income.

We care.

Reprints of our earlier messages in this continuing advertising series and an informative booklet: "CHRONICARE—A National Plan For Long-Term Health Care" are available free upon request.

AMERICAN NURSING HOME ASSOCIATION



Suite 607
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036



John E. Foy

JOHN E. FOY, formerly director of the Toronto Telegram Publishing Company, appointed general manager of the Canadian Daily Newspaper Publishers Association.

* * *

JOSEPH SCANLON, formerly Washington correspondent for the *Toronto (Ont.) Star*, has resigned as chairman of the Carleton (Can.) University school of journalism. He will remain a member of the teaching faculty.

TRAVEL WRITERS!

Our *Sunset Magazine* ad Reads:

"Our Town—It's a nice place to visit, but . . . we wouldn't want you to live here."

"We have everything going for us, and we'd like to share it with you for a day, or for a week, but not—as some towns urge—for a lifetime."

What kind of town would run such an ad? What are we trying to preserve?

"We've taken a look at our spectacular mountains, the quiet rangelands and valley farms, the sparkling creeks, our Mission and plaza, clear skies, quiet streets and historic buildings."

"We like it just fine. We're working to keep it that way—for you and for us."

A travel writer can mine our town for countless articles. Interested?

Call Dave Garth, 805-543-1323

Or arrange a visit by writing to: Box 321T
SAN LUIS OBISPO, CA 93406

FRANCIS D. LENHARD, managing editor of the *Michigan Catholic*—recently retired. JAMES STACKPOOLE, a member of the editorial staff was named news editor.

* * *

JAY A. FREDERICKSEN, copy editor with the *Seattle Times*—named press secretary by Washington Governor Dan Evans. He succeeds NEIL McREYNOLDS, who is now associated with the ITT Corp.

* * *

JAMES J. DOYLE, chief editorial writer for the *Providence (R.I.) Journal-Bulletin* was named editor of the editorial pages. GEORGE H. FAVRE, formerly assistant chief editorial writer for the *Christian Science Monitor*, Boston, Mass., succeeds Doyle as chief editor.

* * *

BANKS LEONARD, assistant secretary-treasurer of the Memphis Publishing Company, was promoted to assistant to the business manager.

* * *

BLACKIE SHERROD, executive sports editor and assistant managing editor of the *Dallas (Tex.) Times Herald*, has been named Texas' most outstanding sports writer, by the National Sportscasters and Sportswriters Awards Committee.

* * *

JOHN A. CANNON, administrative assistant to the controller of the *Washington (D.C.) Post*, was appointed manager of insurance, a new position.

* * *

MARC BEAUCHAMP, formerly with the *Redding (Calif.) Record-Searchlight*, has joined the *Baker (Ore.) Democrat-Herald* as news editor. ED BLACKMON has been named circulation manager of the *Democrat-Herald*.

* * *

PETER J. CUNNINGHAM, a reporter for the *West Hartford (Conn.) News*—appointed development writer, Trinity College, Hartford.

WHY SELL OUT TO A CHAIN?

You own your own paper and you are ready for retirement. You don't want to turn your paper over to a "group" to be operated at a distance by faceless bureaucrats who understand very little about your community and its people. I don't have enough cash to buy your paper outright, but I do have a plan to give you considerably more retirement income than selling to a chain would provide. I can also promise the peace of mind that comes with knowing that your paper is still being run by a man who cares.

Box 409
Editor and Publisher

LEW SICHELMAN—named real estate editor of the *Washington (D.C.) Star-News*, succeeding JAMES BIRCHFIELD, retired.

* * *

GERRY LEVIN, public information director for the Los Angeles County Registrar's Office—appointed editor of *Southern California Business*, the Los Angeles Area Chamber of Commerce's weekly newspaper.

* * *

RONALD A. GAWTHORP, a reporter for the *Fairmont (Minn.) Sentinel*—named research director of the Illinois State Chamber of Commerce where he will serve as editor of *Springfield Scene*, the State Chamber's legislative newsletter.

* * *

GERALD L. CARRIER, previously an editorial writer for the *Cincinnati Enquirer*—named managing editor of the *Marion (Ohio) Star*. He succeeds PAUL H. MILLER, now general manager of the *Star*.

* * *

WALTER S. DILLON, editor of the *Reading (Pa.) Eagle*—retired after a 62-year newspaper career. GORDON R. WILLIAMS, editor of the *Reading (Pa.) Times*, retired after a 60-year newspaper career.

* * *

GARY TIPTON, appointed publisher of the *Fontana (Calif.) Herald-News*. MICHAEL D. LINDSEY, appointed publisher of the *Lewistown (Pa.) Sentinel*.

* * *

EDWARD G. GREEN, circulation manager of the *Bridgewater (N.J.) Courier-News*, named manager of marketing operations for Gannett Co., Inc., Rochester, New York.

* * *

RICHARD R. J. MORIN, general manager of the *Kennebec (Me.) Journal*—elected vicepresident of the parent organization, the Guy Gannett Publishing Co.

* * *

HARRY LINGE, copy desk editor in the Sunday department of the *Cleveland Plain Dealer*—retired after a 46 year journalism career.

* * *

EDWARD BALLARD, city editor of the *Baltimore News-American*—elected president of the Chesapeake AP Association.

* * *

DAVID J. VIDAL—AP correspondent in Sao Paulo, Brazil—appointed correspondent in Brasilia.

* * *

JOHN J. CLEARY, retired general business editor of the *Cleveland Plain Dealer*, has joined Dix & Eaton, a public relations and advertising firm in Cleveland.

* * *

ROSE KODET, previously with the *Winona (Minn.) Daily News*—named city editor of the *Oelwein (Ia.) Daily Register*. MIKE DEHAAN—promoted to retail advertising manager at the Register. BERNARD CREW, circulation manager of the *Oskaloosa (Iowa) Herald*, named circulation director and credit manager, succeeding M. H. NICHOL, who retired.

In the news

DAVID BRYANT—appointed managing editor of the *Sanford* (Fla.) *Herald*. He was formerly a reporter for the *Orlando* (Fla.) *Sentinel* and the *Titusville* (Fla.) *Star-Advocate*. DEWEY ROBINSON, who had worked in circulation and sales development for the *Atlanta* (Ga.) *Journal* and *Atlanta* (Ga.) *Constitution*, has been appointed circulation manager of the *Sanford Herald*.

* * *

JIM WOODRUFF, sportswriter for the *Dallas Times Herald*, is the new sports editor, succeeding LOUIS COX, retired. BOB GALT—named assistant sports editor.

* * *

ARTHUR E. MCKENZIE, business manager of the *Bangor* (Me.) *Daily News*, has been promoted to general manager and treasurer of the Bangor Publishing Company. McKenzie succeeds ROBERT E. KIAH, who recently retired. RICHARD J. WARREN, assistant publisher, will assume the additional duties of assistant treasurer and assistant general manager. CECIL D. WILSON, formerly assistant business manager, was promoted to controller.

* * *

JACH TAYLOR, state editor-investigative reporter for the *Oklahoma City Times* and *Daily Oklahoman*, has been given city, county and state government assignments. C. V. SHELBURNE, Taylor's assistant, named state editor. BILL MAY, Times reporter, named assistant state editor.

* * *

HY SOLOMON, *Toronto* (Ont.) *Financial Post* bureau chief at Vancouver, B.C.—has been appointed to the same post at Washington, D.C. He is succeeded at Vancouver by JOHN SCHREINER.

* * *

TERRY BLEDSOE, sports columnist of the *Milwaukee Journal*—named Wisconsin sportswriter of the year by the National Association of Sportscasters and Sportswriters for the fourth straight year.

* * *

ROBERT D. GILLILAND, circulation director of Community Publications Inc. in Kailua, Hawaii, has been named circulation director of Clarke Publishing Company in Portland, Oregon.

* * *

HOWARD SILBER, *Omaha* (Neb.) *World-Herald* military affairs editor—elected president of the Omaha Press Club. MARY MCGRATH, the newspaper's medical writer, is the new secretary. JOHN S. SAVAGE, a retired *World-Herald* photographer, was re-elected executive vicepresident.

* * *

DONALD E. EARNHART—named assistant manager of the general advertising department of the *Toledo* (Ohio) *Blade*. He was formerly on the staff of the retail advertising department.

* * *

PETER BACKUS, who has serviced travel and resort accounts for the *Washington* (D.C.) *Star-News*, has been named travel and resort advertising manager.

* * *

DAVE NIGHTINGALE—assigned to writing a sport column for the *Chicago Daily News*.

EDITOR & PUBLISHER for March 24, 1973



Richardson



Yamashita

STAN YAMASHITA, copy editor of the *Honolulu Advertiser*—named editor. JIM RICHARDSON, assistant city editor—named city editor. GERRY LOPEZ, news editor—appointed Sunday editor. BOB BIGELOW, Sunday editor—named people editor.

* * *

GERALD A. BEAN, *Rockford* (Ill.) *Morning Star* assistant city editor—named editor of the family news department of the Rockford newspapers, succeeding LUCY COULBOURN, who has been appointed woman's editor of the *Pompano Beach* (Fla.) *Sun-Sentinel*.

* * *

WAYNE "MICKEY" HENLY, formerly advertising director of the *Lubbock* (Tex.) *Avalanche Journal*—named assistant publisher of the *Airport Advertiser*, the weekly newspaper published by the *Denton* (Tex.) *Record-Chronicle*.

* * *

JOHN PIPER—named managing editor of the *LaGrande* (Ore.) *Evening Observer*.



Hummel



Mitchell

RICHARD J. HUMMEL, treasurer of the Allentown Call-Chronicle Newspapers—named executive vicepresident.

* * *

JOHN D. MITCHELL, associate professor of journalism at the University of Colorado, has been appointed professor of journalism and chairman of the newspaper department in the S. I. Newhouse School of Public Communications, Syracuse University.

John A. Park, Jr.

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Welcome aboard! Delta's Wide-Ride jets give "comfort" a whole new meaning. There's the eight-foot headroom of a Delta 747. The two-on-the-aisle seats of a DC-10. The wide-open spaces of Delta's new 727 and L-1011 TriStar being added late this year. You'll have your choice of the most up-to-the-minute aircraft in the sky when you fly Delta's fleet of over 180 jets.

Delta gives you "ready-when-you-are" schedules covering a 33,300-mile route system that connects 99 cities in the U.S., five foreign lands and Puerto Rico. It's convenience like this that has helped make Delta fifth among U.S. airlines and the sixth largest airline in the world.

Check Delta before you're ready for take-off. And ask your Travel Agent for reservations on Delta... the airline with the big Wide-Ride Jets. **DELTA** The airline run by professionals

Delta is ready when you are!

Women's pages undergo change in Ames, Iowa

There has been a trend developing in the women's pages in newspapers across the country. They are changing from the society news page to a news page that offers the woman of today more than just the latest in local society news.

This change is taking place in Ames, Iowa, a conservative university town of 40,000 people, 20,000 of whom are students. The *Ames Tribune* reflects a rather conservative outlook, but its Home and Family editor Joyce Manchester, says she has little difficulty convincing her editor that changes are due.

In November, the Tribune announced it would no longer accept club dates in the paper. There are a great many clubs in this town, and in the past, notices of their meetings would run two days in a row in a special column.

Mrs. Manchester felt that the time had come to put a stop to this practice. She had seen the notices take up too much valuable space. She feels club members can be expected to be kept informed of their events by their own club communications. She does say, however, that club notes will be granted space if a meeting is open to the public.

The next big step in the Home and Family section, is a revision of the wedding announcement format. Part of that change has already been achieved as a result of an all around format change for the Tribune. The paper has changed its Saturday edition to a "Weekender", and marriage announcements have moved from the Friday paper to the Weekender.

Some big city papers have run a gamut of experimentation with wedding stories.

Some have wiped out wedding stories completely; others have relegated them to one day of the week; others have tried to discourage couples from placing wedding stories by charging a fee.

The Tribune still runs wedding stories, along with pictures of the bride and groom together. This has pretty much been a standard practice for the paper. About the policy, Mrs. Manchester says, "Ames is a university town, and when a young girl or young man from Ames marries, it is often to someone from outside Ames. And you know, people like to get a look at who is marrying whom."

Still, she admits, "weddings are deadly, just deadly. To go on and on and use valuable news space is ridiculous." So, the Tribune's wedding story format will be changing. In the past, information was submitted on a special wedding questionnaire that asked for various and sundry bits of information about the bride and ceremony. The description of the dress, the bridal attendants, the honeymoon trip and future home were the standard areas of interest.

Revised wedding questionnaire

The old questionnaire led to a very standard format for the wedding stories. The new questionnaire will provide a brief and more individualized look at each wedding couple. Gown descriptions have been thrown out, and there will be no more mention of where the reception will be held.

Something new has also been added, a question asking the couple what the most unusual aspect of their wedding will be. Hopefully, that will add personal touches to different stories.

Mrs. Manchester also wanted to leave out the names of the bridal attendants and the clergy, but she was not able to convince her boss. The first time, she said, the editor had not gone along with one of her ideas.

Street distribution is upheld by court

A Trenton, N.J. city magistrate ruled March 15 that newspaper distribution on the streets is a form of free expression and is therefore guaranteed in the First Amendment.

The case involving the *Trenton Rank and File*, a community newspaper that concentrates on labor strikes and labor problems, arose in February when two persons handing out copies of paper were arrested on a disorderly charge.

The lead story in the paper was about a strike at a local shopping center department store. According to the testimony of the two arresting policemen, the individuals were disorderly because they "interfered with and molested" Saturday afternoon shoppers on the main intersection of this capital city.

The magistrate dismissed the charges on the grounds that free expression of information overrode the police concern.

The defendants were represented by a volunteer lawyer connected with the American Civil Liberties Union.

About a week later, two Rank and File officials were arrested and later convicted in court on charges of unlawful solicitation for distributing copies on the same corner. The conviction has been appealed.

Newsman to help minority students

Young professional newsmen and women, in an effort to help minority students in their journalistic efforts, will meet throughout 1973 with students in selected Philadelphia and Los Angeles high schools.

The professionals, who work on newspapers in the two cities, will counsel students as they prepare and critique their school newspapers.

These informal visits are the core of a pilot Newspaper Fund program intended to encourage minority students to consider newspaper work as a career. The specific goal of this program is to demonstrate to students how professionals approach their work and feel about their newspaper careers.

Grants will be made to the University of Southern California, Los Angeles, and Temple University, Philadelphia, for the planning, operation and followup of the programs. The two universities will coordinate the visitation program with the respective city school systems, select newsmen and women to make the visits, and generally supervise the operation of the program. Each visiting news person will be provided an honorarium for his or her efforts.

Chic Young, 73, dies

The creator of the "Blondie" comic strip, Murat "Chic" Young, 72, died in St. Petersburg, Florida March 14.

The strip which appears in 1,623 newspapers in 60 countries, will continue with Young's collaborators, his son Dean and Jim Raymond.

Dept. of Labor finds slight drop in ad bias

Help-wanted advertisements expressing a preference for youth have decreased in recent years but continued to be the most frequent age discrimination law violation discovered during fiscal year 1972, the Secretary of Labor has reported to Congress.

Ads using such phrases as "recent college graduate," "junior executive," "age 18 to 25," and similar terms implying that applicants aged 40 to 65 will not be considered are banned by the Age Discrimination in Employment Act (ADEA).

However, the Secretary's annual report on administration of the Act said that 1,003 employers and 295 employment agencies were found to have placed such ads during the fiscal year.

In all, the 1,298 discriminatory advertisements found in fiscal year 1972 were down from 1,765 found in 1971 and 1,641 found in 1970—indicating that many firms have responded to the Department's information and education program to gain voluntary ADEA compliance.

REDUCES CLUTTER! ACB

Checking Proof Service makes it easy for national advertisers to get needed tearsheets on time. Agencies look to ACB for this service and favor newspapers that use the ACB tearsheet clearing house. ACB helps develop local advertising through its co-op advertising services which are paid for by national advertisers.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK (10) 353 Park Avenue, South
CHICAGO (5) 434 S. Wabash Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, (2) 20 Jones Street

FROM EYESTRAIN TO EYE APPEAL

Some newspapers are still holding to the format in classified of accepting no classified display ads at all—no pictures, no logos or cuts, no reverses.

Betty Foley of the classified advertising department of the *Bakersfield* (Calif.) *Californian* feels quite strongly that their "new look" has been a progressive move.

Her report follows:

"When the ground work had been laid and the 'Upper Stories' had given approval for Classified to go "Display"—all that was necessary was to get a few of the Realtors who had been pushing for Display in Classified for so many years to bring in a logo or cut and have us print these in their ads and away we went . . . and are still going up . . . up . . . and UP!

"We noticed a difference of 53,289 more ads in 1972 over 1971: We were 20% up in revenue in the one year from 1971 to 1972 and had a 16% increase in lineage—according to our classified ad manager, John Ross.

"From the beginning there were enthusiastic reports—customers and fellow businessmen told those advertising they saw their 'ad with a cut or logo' and this happened in the Automotive section, the Trailer section, Motorcycle—Boat—various equipment sections and many realtors are having maps on logos, making it much easier for readers to find the new housing developments . . . truthfully speaking, some have balked at the price range—once 2¢ per line over the regular classified rate when accompanied by a sig or cut—plus the charge (initial only) of making the artist's design into an engraving—but, that does not last long . . . it's like "casting your bread upon the waters" and, like faith, it comes back to you! The outstanding attention these ads receive from regular readers AND NEW readers is real good and if an ad gets their attention it becomes part of their mental picture when buying. The picture, like a name, remains foremost!

"Take the ad agents—these gentlemen and ladies who study and experience the ins and outs of satisfied advertising, know a good thing and use it. They—especially the automobile dealers—try try to keep their customers in the public eye and they use the EYE to do it. They rushed in with so many sigs and cuts and ads they were like ripened fruit falling off a tree and we couldn't catch 'em fast enough!

"The small group who objected—who felt they had something to offer and 'someone is bound to read my ad' began to feel the change: re—the following customer who actually called gives an example of the attitude borne out of desperation because of someone else's booming business:

"Sayaaaa, where's my ad?"

"You ad sir?"

"Yes—this is Phillips (anonymous for this article). The ad I gave you yesterday for Improved Property."

"Do you mean it didn't come out in last night's paper?"

(The writer of this column is assistant classified ad manager of the *Baton Rouge* (La.) *State-Times and Advocate*.)

"Oh sure—sure, after looking for half an hour I found it"

"You mean it IS in the paper, it just—it just was hard to find?"

"Hard to find? I had to call the Navy to bring out its telescopic lens and then it had to be magnified! Whatsa matter with you people? How come all the others have the pictures and the rest of us get lost in the shuffle?"

"Well, sir, would you like to have . . ."

"Yes, I would. I've made a little sketch

here on a piece of paper—now what do I do?"

Does building up any part of a newspaper seem difficult? Particularly classified? Not at all, for any-size newspaper will always do better with 'pictures' to illustrate any product.

\$3,136,842 was spent on newspaper in 1972

According to the Bureau of Advertising, ANPA, the total amount spent by readers in the United States and Canada in 1972 for newspapers was \$3,136,842. The total for U.S. was only \$2,929,233.

"LETTERFLEX and photocomp in 53 days"



"LETTERFLEX makes conversion a pleasure," says Chet Achord, Project Manager for Harte-Hanks newspapers.

"Grace engineers assumed the responsibility including all press modifications. They even assisted us in the camera and composing departments.

"Only 53 days after signing contracts, we had converted both the *Ypsilanti* (Mich.) *Press* and *South Middlesex News* (Framingham, Mass.) to cold type and LETTERFLEX.

"Another of our papers, the *Hamilton* (Ohio) *Journal News* was producing 100% of its paper by molding mats from LETTERFLEX pattern plates within 49 days.

"LETTERFLEX was an essential ingredient in the success of the conversions."

If you're ready to make it with LETTERFLEX, get in touch with us now.

GRACE

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LETTERFLEX SYSTEMS

... make letterpress make sense

RETURN OF THE NATIVE

In March 1971, publisher Robert Joyce of the *West Haven* (Conn.) *City News* took over the ownership of the paper and acquired a new city editor. It was a fortunate event as its readers have now realized.

Colby Driessens, a native of the Hill section of New Haven, was convinced to return to the newspaper field having retired after over 40 years of experience with leading papers in Connecticut and New York. He stepped into the shoes once worn by such eminent newsmen as the late Doc Haynes, Bob Sylvester of the *New York News*, Walter Kiernan and the late Frank Sheehan and Jim Sullivan all of whom had contributed to the growth of *West Haven* through the pages of the *Town Crier*. However, in recent years, the *Crier* had slipped in newsworthiness and interest and its circulation had shrunk to 1,500 copies per week when Colby took over.

Colby brought with him his two imaginary girl friends, Felicia and Cobina who contribute a weekly letter to the paper. In addition, his reminiscence of old times through the 'A Chat' column plus startling political stories have pulled the paper back to its former prominence on the *West Haven* scene with a circulation increase in the short space of less than two years to almost 10,000 circulation each week. The paper appears to a waiting



Colby Driessens

and news hungry public each Thursday.

Edits everything

Colby is a master at wit and satire and his corps of birddogs who smell out the stories are unusual. He personally handles and edits the entire paper with the exception of the sports and advertising departments.

The paper, under his guidance, has become a crusading paper that calls a spade a spade. His political 'prediction of things to come' has startled the leaders of both political parties with its accuracy. The paper played a leading part in result of the last city election where the incumbents were defeated. One leading citizen termed Colby as "one of a rare breed; a breed of old time newsmen who ferret out irregularities in government and expose them to the taxpayers. Its kind-a-like bringing back the cowboys and Indians."

Anything can happen in and to *West Haven* and usually does; however, nothing short of a tornado has struck *West Haven* with such resounding force as when Felicia and Cobina took their first trolley ride to 'Gods Little Acre,' as he has affectionately named *West Haven*, and were introduced to, and were captivated by its glamour, to such an extent, that they must be kept informed of all tidbits and choice pieces of gossip through their weekly letter, that nobody reads, but everyone knows whats in it, thanks to the most loved and damned editor of the *City News*, Colby Driessens.

Multimedia to sell more common stock

Multimedia, Inc. announced March 15 that it intends to file in April a registration statement with the Securities and Exchange Commission for the underwritten offering of approximately 500,000 shares of its common stock of which 100,000 shares will be sold by the company and the remainder by present stockholders.

The proceeds of the sale by the company will be used to retire a portion of existing long term bank debt. The offering will be made only by means of the prospectus contained in the registration statement.

Norwich Bulletin buys Horace Greeley's paper

Adrian R. J. Herklots, president of The Transcript Publishing Co. and publisher of *The Windham County Transcript*, has announced that negotiations have been completed to transfer ownership of the *Transcript* to The Bulletin Co. of Norwich in April.

The *Transcript*, a weekly newspaper with a circulation in excess of 3,000 subscriptions, was founded in 1848 by Horace Greeley and observed its 125th year of uninterrupted publication last week. The *Transcript* has been in the Herklots' family since 1927.

The Bulletin Co., according to Herklots, will continue publication of the weekly and will retain the present staff.

The Bulletin Co. publishes the *Norwich Bulletin*, a daily newspaper since 1858 when a weekly founded in 1791 was converted. It also publishes the *Sunday Bulletin*, the *Groton News*, a six-day daily, the *Journal Press*, a weekly in the Town of Plainfield acquired in 1970, and *The Dolphin*, a weekly publication for the U.S. Navy Submarine Base in Groton, Conn.

* * *

William E. Folsom Jr., owner of the *Mabank* (Tex.) *Banner*, has sold the paper to Finis H. Brewer and Jeta F. Brewer, owners and publishers of the *Free State News* in Canton, Tex. Folsom is a real estate developer and broker at Dallas.

* * *

The Rocky Mount Media Corp. in Rocky Mount, Va. has been formed to take over the *Franklin County Times*, a weekly with 5,000 circulation that was organized five years ago. Managing editor Morris Stephenson of the *Franklin News-Post*, *News-Post* staff writer Ben Rose and F. Donald Hutcherson, advertising manager of the *Times*, bought the weekly from lawyer T. Keister Greer.

Writers may get right to criticize judges

Editorial writers would have the constitutional right to criticize judges without facing contempt of court action under legislation introduced in California.

The measure was prompted by a contempt of court action against the publisher of the *Calaveras Enterprise* for an editorial criticizing a judge over a "dog trespassing" case. The charge later was dismissed by another judge.

Under the proposed constitutional amendment, a judge would be prevented from using his contempt power to silence an editorial writer. However, the writer still would be subject to libel laws.

Cooke C. Coen dies

Cooke C. Coen, founder and general manager of Newspaper Analysis Service, died March 6. Coen for many years prepared the newspaper cost studies that appeared in *Editor & Publisher*.

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On November 10, 1972, we put \$7,331.06 in the mail to free-lance Tattler photo-journalists. Checks for \$7,772.30, \$8,252.84 and \$6,490.39 went out the weeks of November 17, 1972, November 24, 1972 and January 12, 1973 respectively. Our weekly payouts to free lancers average about \$7,000, depending on the quality of materials purchased.

National Tattler is growing fast, so we need more people on our weekly free-lance payroll – professionals – the people who read
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We are a family weekly distributed in supermarkets and drugstores throughout the U.S.A. and Canada. Pick up a copy and query the National Tattler, 2715 N. Pulaski Road, Chicago, Illinois 60639 or telephone 312-235-7600, Articles Editor Dept.

national tattler
people. our profession.

120 years ago, Paul Julius Reuter used "40 well-trained" pigeons to provide bankers in Aachen, Prussia, with stock exchange prices from Brussels, Reuter, of course, has since been immortalized by Edward G. Robinson on the late show. The pigeons didn't fare quite so well. They are now obsolete, replaced by teletype, datased, radio, and voice channel links-interfaced to massive computerized message-handling systems and data banks.

Today the wire service is the middle man in the technological revolution affecting both the securities and newspaper industries.

Associated Press financial editor Bob Haring, who admits ruefully to being 40 years old, is a child of the computer age. Born and raised in rural Missouri, the self-described "Missouri hillbilly" oversees the entire AP financial operation, consisting of approximately 45 people. The operation is broken down into three basic divisions: Business news or "creative" news, computer tabulation of market tables, and manual tabulation of dividends and earnings information.

"The only requirements for the job," says Haring with a touch of irony, "are the news knowledge of a managing editor, securities knowledge of a market analyst, newspaper production know-how of a mechanical superintendent, and computer expertise of a programming manager."

Most of his discussion centers around the computer tabulations of market tables. The AP introduced its first IBM 1620 computer in 1962.

"Before 1962," says Haring, as if referring to a pre-historic era, "all functions were manual. Groups of stocks were assigned alphabetically to tabulators, who were responsible for keeping records of their stocks as they came in. At the end of the day, all information was compiled and the tables composed and justified."

"The computer eliminated the manual function except for punching out a single paper tape. In 1966, with the installation of IBM 360-40's, no human intervention was required."

This month the AP enters a new phase with the introduction of its first 370-145.

"The change will not be monumental," emphasizes Haring, "but will simply make our computer delivery a little more sophisticated. The 370's are twice the size of the 360's, can compute data four times as fast, and will enable us to read electronically all commodity and security exchanges in North America."

A more flexible system, the 370's will eliminate the need for a paper tape backup, giving the AP the ability to type in requests for unlimited re-runs should a subscriber miss a list or table. In addition, miscellaneous text (sports data, speeches) can be fed directly from data-speed into the new computer at any time and be immediately outputted on wires, and can be immediately outputted on wires.

"Before instituting any major or minor change," says Haring, "we look ahead 10

years to three factors. What effect will the changes have on newspaper production, will we be able to meet the increasing editorial requirements of newspapers, and where will the securities industry be in 1983."

He spoke of the coming of a fully automated trading system that would eventually do away with strict trading hours; and the imminent need for high speed delivery systems by the exchanges that would utilize a formatted data stream, a more efficient means of delivery than the visible ticker.

Automation has not yet hit the business newsroom, although cathode ray tubes are scheduled for installation in the near future.

UPI changes

At United Press International, financial news editor Dean Miller talked about the changes brought about by the advent of video display terminals to the newsroom in September, 1972. "It is a fantastic tool," he raved, "first of all, it allows us to file 25-35% more copy (UPI now sends over 130 items daily, as opposed to about 95 previously); it gives us clearer, cleaner copy; and most important, it allows us to lift any item from the computer data backlog and get it out immediately, instead of waiting for it to come up on teletype."

UPI operates two major on-line computer systems employing three Univac Spectra 70's; one system for news (financial included), one for stock tables and other data tabulations, and the third system as "shadow" backup for both.

The business department is broken down into UNISTOX, (responsible for tables and data output), headed by Dick Brown; and financial news, headed by Miller. The computer division under boss Donald Knapp supports both systems. Total personnel is about 40.

Miller has been financial editor since April, 1968, having joined UPI in 1944 as a rewrite man. Dick Brown came to UPI in 1928 as a market tabulator before being appointed manager of the stock tabulation operation in 1932. Donald Knapp, director of Computer Services, previously served as an independent consultant for numerous organizations, specializing in EDP systems, software, and general management problems. He is a two year veteran at UPI.

UPI recently added ratings to its weekend and daily bond reports. Both AP and UPI added yield information to bond tables this month.

In addition, each offers four data speed stock table services to its customers including 2/3 column, standard one column, wide measure format, and special services to magazines and financial organizations.

In December, a new player joined the game: Reuters. Perennially a major supplier (along with Dow Jones) of financial news to brokerage houses and banks, Reuters has begun a newspaper service, "Business Beat", specially edited for newspapers.

At Reuters, the approach is designed to provide more specialization in business coverage. "While another wire service might send a general news reporter on an assignment," explained Desmond Maberley, promotion and development manager "we have hundreds of specialists in every area, writing only on their speciality."

Reuters prefers not to compete with the others in the market table area, although in Europe they too have major computer tabulation facilities.

Newsmen are taken on Manhattan tour by Mayor Lindsay

To build up the national image of New York, Mayor John Lindsay's Administration hosted a group of 24 executives from news media across the country last week.

Over a day-and-a-half, the group made a whirlwind tour of the city's agencies and officials, stopping briefly only to eat. The executives travelled by bus, helicopter, and boat, and were briefed by 20 city officials with countless charts and statistics.

Robert Laird, deputy press secretary to the Mayor, expressed hope that the visit would help quash the belief that New York and trouble "go hand-in-hand." "We except when tv, radio and newspaper editors come across a story about New York, either good or bad, they will see it in the context of their trip."

Some of the media people said frankly that the tour had changed their minds. Thomas Winship, editor of the *Boston Globe*, called the Mayor "a beacon light" for progressive government in the country. And Donald Seawell, president and chairman of the board of the *Denver Post*, offered to personally speak to Lord Thomson of the *London Sunday Times*. The Times recently published a controversial article on violence in New York.

"The programs we're pioneering here serve as a guide to cities across the country who look to us for leadership," asserted Laird. "Perhaps editors will return home and push their own mayors to take some of these approaches."

Other newspaper guests included Herbert Kamm, associate editor of the *Cleveland Press*; James Peneff, city editor of the *Chicago Sun-Times*; and C. K. McClatchy, vicepresident of the *Sacramento (Cal.) Bee*.

Bottle cap promotion

Sunday newspaper supplement ads will announce the start of a 10-months' "Crowns For A Better America" program that Royal Crown Cola Co. is sponsoring.

Liners of the bottle caps will have cash donations in amounts ranging from 10¢ to \$1 which persons can either take to the local RC plant or mail them to a post office box number, specifying his choice of community service organization.

Advertising will start on April 8 with full page color ads in *Family Weekly*, *Sunday Metro Group*, and *Parade*.

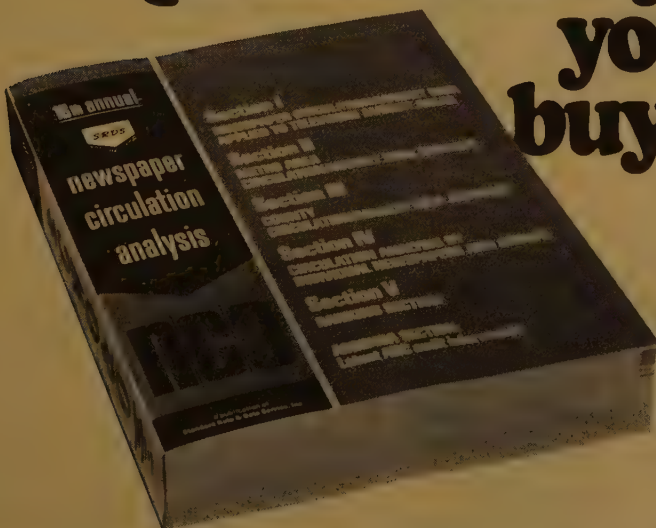
The 16th annual NCA, 1973-74, will be going to press in July, and, if it follows pattern, will be dog-eared by users before the end of the year.

NCA is the *preferred* newspaper circulation book, with almost three to one preference by planners and buyers of newspaper advertising,* for a very good reason. Its contents and format were originally developed and are continually updated by its users — your customers and prospects.

Metro area rankings, ADI analyses, penetration levels, county coverage data, larger type, and cleaner format (everything buyers and planners tell us they want and need), contribute to NCA being used and referred to *most often*.

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Reserve your space *now* for the 1973-74 NCA and guarantee the position you want. NCA—your assurance of maximum impact and exposure for your sales story every day of the year.



Newspaper Circulation Analysis

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*April 1972 Newspaper Advertising Study conducted by the Harvey Research Organization, Inc.
A copy of the complete study is available on request from SRDS.

Ombudsman: Readers are frustrated

The staff ombudsman of the *Washington Post* investigated 100 cancellations that resulted from the Post's coverage of a Prince George's County, Maryland bus-ing controversy. He says that the answers reveal "overwhelming frustration," and indicate a challenge to newspapers.

Writing in the March 14 issue of the Post, Robert C. Maynard explained that as a result of the Post's coverage, 200 people had cancelled their subscriptions.

Maynard said that with the help of two college students, and a member of the Post staff, a survey was conducted by phone in an attempt to understand the reasoning which lead to the cancellations.

The results, he said, indicate that confusion exists in the minds of many readers over the differences between "a news story, an editorial, a letter to the editor, or a column." And, he said, "the media need to ask themselves if they are doing enough to explain their processes to the American public."

Mike Siland and Bill Noland, students at Hampshire College, Amherst, Mass., and Ron Browne of the Post research department conducted the telephone interviews of 100 of the subscribers.

The results indicate that 27 people out of the 100 said they took the action attempting to inflict "economic injury upon an institution they regarded as an enemy." Maynard said in his column that this was "simply . . . an act of protest."

One third of the respondents, however, felt that their action would be more effective. These people "thought their cancellations might change the editorial policy

of the newspaper."

"One fifth said cancellation "just plain made them feel better." At the same time, however, " . . . 17 said they didn't expect it would matter much one way or the other."

In defining the reactions of the persons who cancelled, Maynard said that, "for a variety of reasons, they had become convinced that the issue was one of loss of personal control over their lives."

He said that despite this general feeling, "only one in five" could cite a specific reason—story, editorial, etc.—why they cancelled. Maynard said what emerged was "an overwhelming frustration on the part of those disaffected readers."

Majority are women

He further said that the study indicated that what emerged was "the families' basic anger . . . with the situation, more than with what the newspaper said, or even the way it covered the news."

He said that confusion existed over the definition and function of various aspects of a newspaper despite the fact that "80%" of those interviewed had subscribed to the Post for more than three years. More than two-thirds of those who cancelled, Maynard reported, were women. Also, nearly half of them had income in excess of \$15,000. More than a third of the people had attended college. Almost all, he added, were between the ages of 25-49.

Maynard concluded: "If the press wishes its role to be better understood, more needs to be done to communicate with the reader and the viewer about how the business of journalism works."

Maynard has been ombudsman of the Post since last October when he replaced Ben Bagdikian. He declined to make any specific recommendations on how the media might go about rectifying the pub-

lic's confusion with newspaper functions.

He added that the "ombudsman sponsored sample" would be used again in the future for different issues. He planned no follow-up on subscription renewals by this particular group, however.

Maynard stressed that the people questioned by the students were "very eager" to talk, and that their sense was of "real frustration." Maynard said that the two students had interviewed him for a Hampshire class last fall on the elections, and that they called him in December to remind him that they would have the entire month of January off from school. He said he was "sitting looking at the pile" of cancelled notices, and hit upon the idea of using the students to conduct the survey.

News librarian seminar planned for June 10-15

The Newspaper Division of the Special Libraries Association will hold a one-day special seminar on small news libraries as part of the Association's annual convention in Pittsburgh, June 10-15.

All librarians new to the newspaper field as well as those working in small news libraries are invited to attend the seminar, Sunday, June 10, and other events scheduled by the Division during the next four days of the convention.

The seminar, co-ordinated by Agnes Henebry of Lindsay-Schaub Newspapers, Decatur, Ill., includes sessions on library services, filing rules and circulation control, organization of clippings, photos, cuts and negatives, subject heading lists, microfilming and equipment selection.

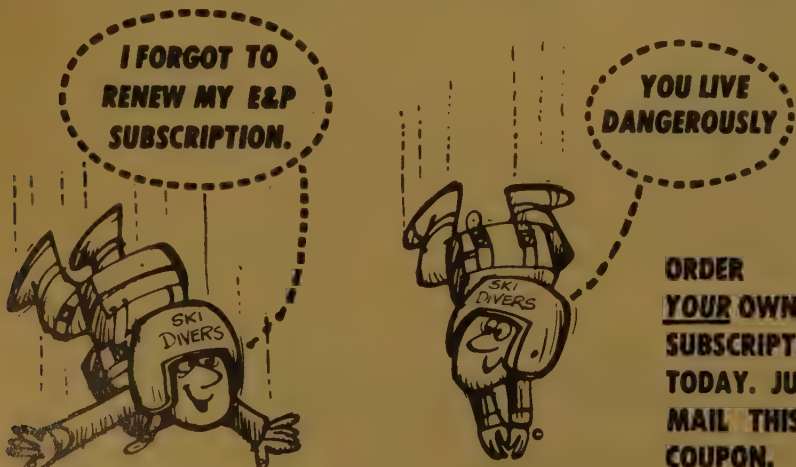
Pre-registration to the convention is necessary in order to attend the seminar. Registration forms may be obtained from the Special Libraries Association, 235 Park Avenue South, New York, N.Y. 10003. Since the first seminar session starts at 8 a.m. Sunday, attendees will need to book hotel space for Saturday night (June 9) and plan to arrive in Pittsburgh in time to register for the convention (registration hours are from 1 p.m. to 6 p.m. Saturday).

Cleveland police urge licensing of newspapers

The Cleveland Fraternal Order of Police is urging the licensing of newspapers.

Richard Faragher, FOP president, said, speaking of the group's composing a letter to President Nixon, supporting criticism in Washington of newspapers: "We believe in freedom of the press but the newspapers should print all of the facts, not just a few facts which can be misleading."

He said his group felt that all newspapers should be licensed by the Federal Government and the licenses should be subject to renewal, similar to those of radio and television stations.



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00 attend dinner honoring Grumhaus

Positive programs to help build better communities must be initiated and supported by the press, Harold Grumhaus, chairman and publisher of the *Chicago Tribune* said in accepting (February 23) a special award from the Harvard Club of Chicago.

The award for service to the Chicago area paid tribute to Grumhaus for his outstanding contributions to the community and in particular to his service to higher education.

At a dinner attended by nearly 500, Grumhaus warned that the issue in fairness in the press may be one of the most controversial subjects of this decade.

He said that government agencies continue their jockeying to try to regulate the press by means of so-called fairness doctrines. "You can guess," he said, "who would write the rules for such doctrines. It would not be the public nor the press." Rather than have government agencies acting as prosecutor, judge, and jury to determine what is fair, he continued, it is far safer to leave the decision in the hands of the public.

Grumhaus was praised by President Nixon in a telegram read to the gathering.

The Harvard Club Award is a small, gold statue of John Harvard, founder of the university.

Speidel stock is given to University of Iowa

A gift of common stock in Speidel Newspapers Inc. from Kenneth E. Greene, publisher of the *Iowa City Press-Citizen*, has made possible the establishment of a special professorship in the University of Iowa School of Journalism. Greene, 63, attended the school and joined the Press-Citizen in 1936 as national advertising manager. He became publisher in 1966.

Gordon A. Sabine, director of the journalism school, said the plan is to establish the special professorship in the name of Luriel and Kenneth Greene. He said the Greene Professorship will provide an additional \$3,000 annually to supplement the salary for an outstanding journalism faculty member.

A probable use of the money will be to help attract an individual to head the school's new news-editorial program.

Nicaragua papers

La Prensa of Managua, Nicaragua, owned by the Chamorro family, published a 32-page offset edition March 1, its first since the earthquake of December 23, 1972. Its letterpress facilities were destroyed at that time but damage to its offset press was repairable. The plant of *Lovedades*, owned by the Somoza family, was also destroyed but it resumed publication soon after the earthquake in a plant in Honduras from where copies were sent by air.

ANPA members invited to OPC's annual awards

The Overseas Press Club's annual awards dinner has been scheduled for Monday, April 23—opening day of the American Newspaper Publishers Association convention.

Walter Cronkite, CBS News, will be master of ceremonies for the OPC 1973 Awards Dinner, a black-tie event to be held in the Grand Ballroom of the Waldorf-Astoria Hotel, New York.

Jack Raymond, OPC president and former *New York Times* foreign correspondent, said the dinner date was set during ANPA week for the convenience of out-of-town publishers and editors. The

name of the dinner speaker will be announced later.

'Golden Pen of Freedom'

Dr. Anton Betz, publisher of the *Rheinische Post*, Dusseldorf, West Germany, has been selected as recipient of the "Golden Pen of Freedom" award to be presented at the next congress of the International Federation of Newspaper Publishers (FIEJ) in Vienna May 22. He was selected by the FIEJ executive committee for the vital role he has played in defense of freedom of the press in his country during his career of more than 50 years.

American Dental Association announces its 8th Annual

SCIENCE WRITERS AWARD COMPETITION



William Hager
Bradenton, Fla., Herald

Established to help "broaden and deepen the public understanding of dental disease, dental treatment and research."

In 1972, William Hager, staff writer for the Bradenton, Fla., *Herald*, and the team of Elizabeth Barley and William Glavin of *Good Housekeeping* were awarded the \$1,000 first-place prizes in the competition's newspaper and magazine divisions. Awards of Merit were presented to six other entrants.

The competition, which is supported by a grant from Lever Brothers Co., again will offer \$1,000 for the best newspaper story and \$1,000 for the best magazine article on dentistry.

Articles published between July 1, 1972, and June 30, 1973, will be eligible for consideration. Deadline for submitting entries is August 31, 1973.



Elizabeth Barley William Glavin
Good Housekeeping

1971 First Place Winners

Newspaper
Timothy Schelhardt
Wall Street Journal

Magazine
Gerald Knox
Better Homes & Gardens



For more information, write:
American Dental Association
Science Writers Award Committee
211 E. Chicago Avenue
Chicago, Illinois 60611

Memphis P-S to install Goss Metros

Memphis Publishing Company, publisher of the *Commercial Appeal* and *Press-Scimitar*, is making a major expansion of its facilities, highlighted by the addition of a new mechanical building.

The announcement was made by W. Frank Aycock, Jr., president and business manager of Memphis Publishing Company.

The new building will house new offset printing presses, a greatly enlarged and modernized mail room and dock, newsprint storage and supporting facilities.

An order has been placed for 32 Goss Metro offset press units. They will be arranged in four 8-unit presses, each with five common impression half decks for color printing. The new Goss offset presses will include four double 3-2 folders and 32 fully automatic reels, tensions and pasters. Each press will be equipped with Goss Press Control System which allows basic press adjustments to be preset. These will replace the present 27 letterpress units.

Aycock said the new plant will be designed to incorporate the latest technological advancements in newspaper production and will allow for future expansion. "We will be able to increase our press capacity in modular fashion as need occurs up to double the size of this initial installation."

The 154,000 square foot building will be south of and adjacent to the present building located at 495 Union Avenue. It will replace the newsprint warehouse which now occupies part of the land to be used for this new construction. Lockwood Greene Engineers, Inc. has been employed to handle this project.

The installation of offset presses will complete a transition by the Memphis newspapers from traditional letterpress printing to lithography. The transition has been under way for several years through gradual conversion from hot metal to photo type composition.

It is expected to take about three years for the new plant to be fully operational. Site preparation will begin within a few months.

Justice Dept. supports de-sexing of job ads

In a friend-of-the-court brief, the Department of Justice told the Supreme Court that newspapers do not have the right to segregate want ads by sex.

The brief was filed in connection with the appeal of the *Pittsburgh Press* to reverse an order of the city's Commission on Human Relations banning want ads under "Jobs-Male Interest" and "Jobs-Female Interest" headings in the newspaper's classified columns.

The Press contends that the order violates the First Amendment and constitutional guarantees of due process of law.

Restructuring approved by Journal stockholders

Stockholders and the board of directors of The Journal Company approved March 6 the actions required in restructuring the company.

The Journal Company remains the parent corporation and certain divisions were separately incorporated as subsidiaries.

The changes become effective March 26.

Two wholly new divisions were incorporated as subsidiaries. They are Newspapers, Inc., publisher of the *Milwaukee Journal* and the *Milwaukee Sentinel*; and WTMJ, Inc., operator of radio and television stations, which includes Teltron, Inc., as a unit. Teltron is a cable television service based at Wausau and Stevens Point, Wis.

The parent company remains under the leadership of Irwin Maier, chairman and chief executive officer, and Donald B. Abert, president.

Vicepresidents named

Three vicepresidents were named senior vicepresidents. They are: Thomas J. McCollow, finance and corporate planning; Warren J. Heyse, marketing and development, and Francis D. Kelly, administrative services.

Three executives were elected as new vicepresidents. They are Eugene Cuske, employee relations director; Robert A. Kahlor, production manager; and Joseph F. Flanagan, advertising director.

Other officers of The Journal Company are George R. Comte, Richard H. Leonard, Harvey W. Schwandner, Harold A. Schwartz and Newell G. Meyer, all vicepresidents; Donald J. Massa, treasurer; and Robert C. James, secretary.

All of these officers were elected directors. In addition, John Harris, president of Tempo Communications, Inc., and Roger L. Perry, president of Perry Printing Corp., were elected to the board for the first time.

Newspapers, Inc. is the largest of the corporate subsidiaries.

Maier and Albert elected

Maier was elected chairman of the board and Abert is president and publisher of the *Milwaukee Journal*. The senior vicepresidents are Kelly, business manager; McCollow, finance and corporate planning; and Heyse, marketing and development.

Other subsidiaries of the parent company are Tempo Communications, including Gugler Lithographic Co. of Milwaukee and Norway Gravure Inc. of Norway, Mich., as divisions, and three subsidiaries in the printing business, Edwards & Deutsch Co., Chicago Davis-Delaney Arrow, Inc., New York City, and New England Litho Co., Bridgeport, Conn.; Perry Printing Corp., Waterloo, Wis., in which The Journal Company has a 72% interest; and MJE Corp., which operates in the educational services field through Roa's Films of Milwaukee and Knowledge Aid of Chicago.

Tempo and MJE Corp. previously were separately incorporated. Midwestern Relay, a regional common carrier microwave system to serve a midwestern area for broadcast sources, will remain within the parent company because it is a 60-40% venture of The Journal Company and American Microwave & Communications, Inc., Iron Mountain, Mich.

The primary capitalization of the parent company—a single class of 1,800,000 common shares—was not changed by the restructuring. The holdings of eligible stockholders and unitholders are not affected, Maier said.

ANPA dinner features three 'humor' writers

The 1st annual American Newspaper Publishers Association Convention Dinner on Tuesday, April 24, features an evening of nostalgic songs and a trio of syndicated newspaper columnists.

Publishers and their guests will have an opportunity to submit questions to columnists Art Buchwald, Russell Baker and Art Hoppe, who have been invited by ANPA to "philosophize on 'How the Energy Crisis Will Affect the Humor Business.'"

Musical entertainment will be provided by a group of four young singers, performing as the Metropolitan Opera Studio Ensemble. They will sing nostalgic songs as they travel from Vienna to Broadway. During the meal, two groups from the Julliard School of Music will perform.

The black tie event was scheduled this year as a replacement for the annual Bureau of Advertising, ANPA dinner which featured a white tie head table and a serious speech.

ANPA's dinner coordinator, Harry Edwards, said that 1,225 tickets, costing \$30 each, have been sold to date.

23-month ITU strike may wind up in court

A National Labor Relations Board attorney in Kansas City has recommended that the board file suit to force the *Columbia* (Mo.) *Daily Tribune* to comply with a NLRB order that would end the newspaper's 23-month typographers strike.

The order, issued last month, tells the newspaper to rehire 14 striking members of the Columbia Typographical Union with full back pay. The Tribune has refused to honor the order and has threatened to fight it in court.

The strike began in April, 1971 when the Tribune converted to a new printing process requiring fewer employees and less skill. The union claim the management refused to adequately train union members to operate the new typesetting machines and tried to impose pay cuts and lay-offs.

The Tribune claims the main strike issue is union jurisdiction. The union demands that only members do typesetting and composition work.



A Free Press Protects Your Free Speech... But We Can't Protect You With Our Reporters In Jail!

Judges are jailing reporters with increasing frequency, because they refuse to reveal news sources. The result can only be a drying up of these sources of information and impede your right to know what's happening in your government.

Your free speech depends on a free press.

The First Amendment to our Constitution, which is your ultimate protection against your government's attempt to suppress information, says in part, "Congress shall pass no law abridging the freedom of speech or of the press."

From this you see that free speech and a free press are guaranteed the people generally — not to any individual or business. Consequently, when our freedom of the press is restricted, your free speech is restricted also. This also applies to everyone's right to know what's being offered in the Marketplace. The right of choice in all goods and services keeps the system of competition working for everyone's progress.

Keep this in mind the next time you get mad at a news story. Remember, a free press provides you with the information that keeps our country free.

The Informed Citizen Is The Cornerstone Of Our Form Of Government

This is the first in a series of six ads to be published in consecutive issues of Editor & Publisher to help newspapers tell their readers the meaning of the First Amendment guarantees of free speech and free press. They were created and published by the South Bend Tribune and have been adopted by the National Conference of Newspaper Associations as the first step in a coordinated campaign toward

this goal. In the next week, Metro Associated Services, Inc., 80 Madison Ave., New York, N.Y. 10016, will mail repro proofs of the series to 1,100 newspapers to be used over their own logotype. This ad may be copied and published by any newspaper, with the permission of the South Bend Tribune.

Promotion

By George Wilt

SOME NEW TEACHING AIDS

Bill Lunsford, *Harrisburg* (Pa.) *Patriot-News*' community service director, may just well be one of the most prolific writers on the subject of the Newspaper-in-the-Classroom. Bill has just authored his third book on the subject, and used the book as a springboard to produce two new filmstrips.

Bill's new book, "The Living Textbook: A Teachers Guide for Use in Junior and Senior High Schools," tells how to use the daily newspaper in language arts and social studies. It covers everything from NIC philosophy and objectives to the newspaper as a textbook for slow learners and the economic problems of the Penn-Central Railroad.

In the section on Language arts, Lunsford covers such areas as paragraph writing, job opportunities, poetry, letter writing, clipping files, and teaching of punctuation, vocabulary and spelling.

In the social studies area, he covers humor, news treatment, critical reading and related subjects.

In using the newspaper in senior high economics classes, he gets into areas such as the stock market and financial activities, newspaper advertising, topics evaluation and similar subjects.

The book is available in glossy cover for \$3, and hard-backed for \$4.

Realizing the need for definitive

filmstrips on NIC, Bill authored two scripts, both produced in full color, sound and record or cassettes, which have been produced by Current Affairs Films. Bill supervised photography and directed production for both films.

The first, "Freedom of the Press: A Priceless Heritage," examines development of press freedom from authoritarian concepts of 17th Century England through the beginnings of freedom and libertarianism in America with the Zenger trial, and Bill of Rights adoption. The ruse of press censorship in totalitarian countries is recounted vividly and dramatically. The social responsibility theory of modern newspaper operation with its objective of presenting all sides of a question is reviewed graphically and informatively.

"The Newspaper: Your Window on the World," examines reportorial analysis and objectivity, and methodology for reaching conclusions.

The film focuses on importance of a newspaper reader as an active participant in the quest for truth. It alerts the citizen to propaganda techniques, touches on a reporter's loss of freedom in trying to protect his sources of information, and focuses on the problem of 'managed news' and on the gap of governmental credibility in today's society.

Dates and places set for NIC conferences

Three Newspaper in the Classroom (NIC) Curriculum Conferences are planned by the American Newspaper Publishers Association (ANPA) Foundation for July 1973.

The conferences will be held at the following locations: Temple University, Philadelphia, Pennsylvania—July 9-12; University of Texas, Austin, Texas—July 16-19; Northwestern University, Evanston, Illinois—July 23-26.

These conferences will study how newspapers can be used as effective classroom tools. Enrollment is open to curriculum specialists, coordinators, consultants, supervisors and school administrators who are responsible for planning and implementing school curriculum.

Qualified educators enroll in ANPA Foundation Curriculum Conference through sponsorship of their local newspaper. Educators can also enroll by directly registering with ANPA Foundation. Total conference cost is \$160 which includes registration, lodging, meals and all materials.

For further information concerning the 1973 ANPA Foundation Curriculum Conferences, contact Virginia Riggs, Staff Consultant for Educational Services, ANPA Foundation, P.O. Box 17407, Dulles International Airport, Washington D.C. 20041.

Air show sponsored by Ashai Shimbun

When Japan's largest newspaper, *Asahi Shimbun*, established an aviation division in 1923 to improve news coverage and the transportation of newspaper, it was carrying out a traditional role while forecasting the future of aircraft in Japan.

Historically, newspapers have fostered aviation progress around the world. The *Daily Mail* of London in 1909, for example, put up the \$5000 prize for an air crossing of the Dover straits. The *Asahi Shimbun* sponsored the first overseas flight by Japanese. Two Breguet 19-A-1 aircraft took off from Tokyo on July 25, 1925 on a pioneering flight over a trans-Siberian route and arrived at Rome on October 27 with actual flight time totaling 116 hours and 21 minutes.

Today *Asahi Shimbun* is a sponsor of the Japan International Aerospace Show scheduled to be held near Tokyo from October 5-11, 1973.

The aviation division is the largest air section in the world newspapers. It flies aircraft to cover news as well as for transportation and cooperative ventures with related broadcasting companies, rescue missions and government and university research.

Expansion completed

Completion of a three-year expansion program, highlighted by a new plant and conversion to offset production, was marked by the *Enid* (Okla.) *Morning News* and *Daily Eagle* with a week-end open house.

Shop owners identified as having stolen goods win \$39,100 judgment

Libel judgments of \$12,700 against the *Colorado Springs Sun*, \$12,700 against publisher William J. Woestendiek; \$12,700 against reporter Doyle Trent; and \$1,000 against news source Spencer Simco were awarded by a district Court jury.

Attorneys for The Sun and Simco said they would appeal the case.

Woestendiek explained the reason for the appeal that is planned. He said, "We would have appealed if the judgment had been \$1 because the principle is important to the future of the press. If we are going to be shot down every time we print a controversial story, the press here and throughout the country is in serious trouble. To be found guilty of defending the public interest is a verdict that we shall appeal all the way to the Supreme Court of the United States."

Wesley and Katherine Walker, owners of The Cobweb antique shop, sued for \$60,000 in response to a series of stories, editorials and letters to the editor that appeared in early 1972.

The printed material was the result of Simco's attempt to retrieve from the Walkers goods stolen in a burglary at the home of his 93-year-old friend, Mrs. Anna Alter, and sold to the antique shop.

The Walkers refused to release the items until they received \$150, \$37.50 more than they paid for the goods.

10 requests per week to 'speakers bureau'

After a year of planning, the *Boston Globe's* "Speakers Bureau" was announced last September and receives an average of 10 requests for speakers each week.

The *Globe's* brochure, which has been sent to colleges and universities, public and private schools, business, government agencies, social agencies, clubs and other organizations throughout the New England area, lists 47 staff writers, with their biographies and pictures, who are available to speak on all phases of newspaper reporting from education and environment to theater, arts, travel and journalism.

Dexter E. Eure, director of community affairs for the *Globe*, who supervises the bureau, says it was established because of the great number of requests for speakers that were received. He adds the *Globe* considers this activity as a "community service" and encourages staff members to participate. It is strictly on a volunteer basis.

There is a \$50 minimum fee for an engagement that does not exceed two hours and is not beyond a 35-mile radius from the office. For a fee above the minimum, the individual speaker considers the size of the organization and the importance. Honorariums or fees, minimum or larger, are given directly to the speakers and not the *Globe*.

SEX Information Service

Long Term Birth Control

I am 25 with three children. I am on a birth control injection that I have every three months and I never have a period.

My doctor says it is a hormone. Could you tell me all you can find out about it? Or where can I read about it? Is there any danger taking it? I tried the pills and they made me very nervous.

WORRIED

ANSWER (By Dr. Zelique Katz): The hormone you are being given every three months for birth control is very likely a long acting progestational agent. This is the hormone of the second half of the menstrual cycle. You are not having periods because you must have the sequence of two hormones, estrogen and progestin, in order to menstruate.

The usual use of this type of birth control (and it is available orally in very much smaller doses — but with unpredictable periods) is for those women who should not receive estrogens for various medical reasons.

The only real problem that can occur is the difficulty in starting ovulation and menstruation should you want to have another child. It is sometimes difficult to do after this treatment.

War

A simple common sense answer, but anything more should be reserved for the professionals."

While the Dayton column attempts to use questions with as little editing as possible, once in a while Mrs. Knout has to call one of the doctors to get a more general rewrite of their terminology in the answer.

Jo Ann Knout, who came to Dayton four years ago at the invitation of Beverly Geary, women's editor, with whom she had worked at the *Pompano Beach* (Fla.) *Sun-Sentinel*, explains that both she and Mrs. Geary are pleased that the column has run with as little friction as it has and that the original panelists have remained. Both agree that the key is having the right panelists.

In Florida, Mrs. Knout wrote hard news stories for the women's section. In Dayton, her assignments have included in-depth series areas—the first one being on lesbians. She characterizes her writing as objective and says that she is "old fashioned in many ways." In an emergency, she writes a one line common-sense answer with immediate referral to the appropriate professional agency.

Typical questions asked

Typical of the range of questions is that in two of last week's columns. One point inquiry from a 22-year-old female answered point by point by Dr. Katz) asked how a woman can tell when she ovulates, what a dead fetus looks like if a woman has a miscarriage between one and one half months, what time of the month can a woman get pregnant, and can oral sex harm the body of a man or woman in any way. She signed herself "Full of Questions." The remainder of that column was devoted to an inquiry about male circumcision with Dr. Breshner giving a detailed explanation.

Will Exercise Help?

My problem is that I have been overweight most of my life, but I have lost some weight. I am 18 and have large breasts. They look like I have nursed six kids. They are almost as bad as my 75-year-old grandmother's.

What I want to know is, can you suggest exercises or anything to help me look like an 18-year-old? I cannot afford operations or anything like that.

I am engaged to be married soon, but I worry all the time of what my husband will think.

EMBARRASSED

ANSWER (By Ruth Wilcox, R.N.): Time will be of some help, as after weight loss the stretched skin needs a recovery period. There are some exercises that may be of help — check the library for books on physical fitness. If this is really an overwhelming problem for you, the money invested for corrective surgery might well be worth going into debt for.

You family physician may be able to advise you further on this and give you more information on what type of surgery is available.

Halitosis 'Cure'

When I read the article about the person suffering the misery of halitosis I intended to — immediately—but put away the —

The other columns included inquiries about the problems of long term birth control injections, a confidential answer to a woman "in despair" from Rev. Criswell who told her that the "self torture" game, as she labeled her marriage, might well lead to a nervous breakdown but that she must let her awareness motivate her to action in seeking help rather than accepting further defeat.

That particular column also included a question from "Embarrassed" who said that as an 18-year-old engaged girl she was worried about what her husband would think of her large breasts which sagged after she had lost weight. "They are," she wrote, "almost as bad as my 75-year-old grandmother's." Ruth Wilcox advised time and exercise as some solution, stressing physical fitness, but also suggested consulting the family physician.

The Dayton Daily News, adds Mrs. Knout in a footnote, never got "shook up" over a few subscription cancellations because of the column, which now runs Sunday, Wednesday, Thursday and Fridays.

Jo Ann Knout speaks wonderingly of one newspaper that started a similar column. She says it was destined to failure. It was run on the "funny page."

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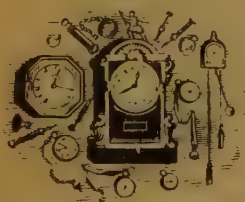
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Paul F. Bird
P.O. Box 1027
Sanford, Fla. 32771
(305) 668-5034

PRESS TIME AVAILABLE

PRESS TIME AVAILABLE on Goss Community Wednesdays and Thursdays, capable of printing 24 page standard or 48 page tabs. Contact Ron Moissinac, (201) 349-9090, Reporter Newspapers, Toms River, N.J. 08753.

PR HANDBOOK

SMOOTH copy from clubs, stringers. Give them PR HANDBOOK. Bulk rate. Brandon Press, 221 Columbus, Boston, Mass. 02116.

STORY IDEAS

EXCLUSIVE award-winning ideas from Newsfeatures Associates... Feature, Investigative, Editorial, Business... proven 6 years... 2 pages, twice monthly... \$2.25 mo. til/forbid... 1312 Beverly, St. Louis, Mo. 63122.

HELP WANTED

ADMINISTRATIVE

EMPLOYEE RELATIONS MANAGER

Immediate opening, appropriate formal education in personnel desirable. Must be able to organize and administer employee relations department. Departmental involvements include labor relations, wage and salary plan, payroll, employee benefits, group medical and life insurance plans, house organ, employment applications and interviews, safety, etc.

Strong organizer and administrator needed with management experience in the employee relations field.

All replies confidential. Contact:

Richard D. Blum
The Dallas Morning News
Dallas, Texas 75222
(214) 747-4611

Help Wanted...

ACADEMIC

PACIFIC NORTHWEST college has one-year appointment on journalism faculty for assistant professor, with possibility of permanent appointment after first year. Require someone with solid practical experience plus post-master's studies. Teach undergrad courses including news writing, editing, reporting, survey course in mass media, plus possible advisor to student newspaper. Equal opportunity employer—affirmative action. Contact: Director, Mass Media Program, Central Washington State College, Ellensburg, Wash. 98926.

PUBLICATIONS DIRECTOR—Middle Tennessee State University Department of Mass Communications seeks fulltime Publications Director to direct 3 campus publications beginning with Fall Semester. Salary competitive. Media experience required. Equal Opportunity Employer. Send resume to Dr. Ed Kimbrell, Chairman, Dept. of Mass Communications, Box 300, Middle Tenn. State Univ., Murfreesboro, Tenn. 37130.

THIRD POSITION (new) at 8000-plus State University. Open September 1. Master's and professional experience musts. Prefer news writing-photo interests. Minority, female candidates sought. Write V.P. Martin Schaefer, Eastern Illinois University, Charleston, Ill. 61920.

NEWSMAN OR NEWSWOMAN with minimum 10 years hard-news experience as reporter/editor for assistant professor slot beginning Aug. 16. Salary \$11,000 (negotiable) for nine months. Must have MA or agree to earn MA in two years. Persons with less than 10 years hard-news experience need not apply. An equal opportunity employer. Contact Prof. Philip Mangelsdorf, Head, Department of Journalism, University of Arizona, Tucson, Ariz. 85721.

To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

ADMINISTRATIVE

HELP WANTED ADMINISTRATIVE

ASSISTANT CONTROLLER—Must have all around accounting, tax knowledge and experience in newspapers. Chart Area 9. Age 35-40. Please state salary requirements. Box 480, Editor & Publisher.

BE YOUR OWN BOSS!

\$10,000 Down

Looking for responsible advertising pro's and editors who are capable of managing and becoming one of our associate publishers. Associate publishers are responsible for a circulation area of from 40 to 80,000. New Sunday publication starting Chicago. Write Box 430, Editor & Publisher.

RESPONSIBILITY for entire personnel function for medium size Zone 3 morning, evening and Sunday operation. Prefer applicant with 1 to 3 years newspaper experience. Excellent opportunity for aggressive, results-oriented individual capable of administering present and developing new, innovative personnel programs. Send resume stating salary requirements to Box 471, Editor & Publisher. Replies will be held in confidence.

CIRCULATION

COMPLETE CHARGE carrier home delivery department. 6-day morning in the East. Must be field operator, no chair warmer. Retirement program allows for rapid advancement. Send complete resume and salary requirements to Box 507, Editor & Publisher.

IF YOU DON'T HAVE the ability and ambition to become a publisher, then you don't want to be a do-everything, promotion-minded Circulation Manager for 5,500 daily in Zone 3. Tell all first letter, including salary needs. Box 503, Editor & Publisher.

CIRCULATION MANAGER

Is sales and service your forte? This Midwest 22,000 circulation daily is seeking a sales oriented manager. Must have experience necessary to successfully train and motivate a district managed little merchant carrier system to realize the growth potential of a rapid growing area. Excellent income and benefits. Send complete resume to Box 440, Editor & Publisher.

WE NEED an aggressive home delivery supervisor familiar with THE LITTLE MERCHANT PLAN. Opportunity for right person to move up. We are an aggressive daily and Sunday in New England. Start at \$11,500 per year plus car allowance and incentive bonus. All benefits. Write promptly to Box 504, Editor & Publisher.

AREA MANAGER—6-day morning, city territory experience. Take charge person for new expanded area in virgin territory. Must be sales minded. Send complete resume of your actual record of what you have done and salary requirements to Box 506, Editor & Publisher.

DATA PROCESSING

PROGRAMMING YOUR FUTURE?

Our EDP Department is adding several programmers this year, due to a new centralized system being installed in our Midwest corporate office.

We need one programmer immediately. EDP trained or educated, with 1 to 3 years experience with computerized typesetting systems and/or IBM 1130 assembler language. You will have the opportunity to work on "on-line" and teleprocessing systems, plus the chance to grow as we grow.

\$9-10,000 with a full range of company benefits to start. Interested? If you're ready now, or will be this year, send resume stating education, experience and salary expectations to Box 551, Editor & Publisher.

An Equal Opportunity Employer.

HELP WANTED DISPLAY ADVERTISING

TOP SALESMAN—Area 2, large (75,000) circulation weekly needs No. 1 person to handle chain store and national accounts. If you have experience at this level we have a pay package that will interest you. Write Box 505 Editor & Publisher.

ADVERTISING SALES

Great opportunity for sharp, energetic ad man who wants to make money and is willing to work for it. Florida. If you are a member of this vanishing breed, send resume to P.O. Box 24 Orange Park, Fla. 32073. Others shouldn't waste their time or ours.

ADVERTISING SALESMAN for 21,000 offset weekly in northern Michigan. Growth potential wide open. Must have proven track record and be able to relocate immediately. Send full resume and references to Publisher, Box 1026 Traverse City, Mich. 49684.

DISPLAY AD SALESMAN, Fast growing northern California medium size daily. Minimum 6 years experience with proven sales ability. Good dependable, stable salesman to fit into our staff of same. Fine community, outdoor recreation abounds. Send resume. Box 494, Editor & Publisher.

DISPLAY ADVERTISING SALES

Want a challenge and a job? You can have both if you have

- successful ad sales experience
- go-get-um drive
- enthusiasm
- an out-going interest in people
- determination to succeed.

We are a 6-afternoon offset paper with 18,000+ circulation in a friendly city of 35,000 people. Our area is experiencing unusually rapid growth.

Salary and bonus commensurate with ability, plus excellent fringe benefits. If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Tony Manuel or Roger Sovde, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7161.

RETAIL ADVERTISING MANAGER

for progressive Zone 8 daily in expanding market showing above average gains. Youth is no drawback for a bright organizer with ability to motivate aggressive continually expanding sales staff. Excellent salary plus bonus and good company benefits. Management background required. Send resume including recent photo and salary requirements to box 524, Editor & Publisher.

ADVERTISING ARTIST to spearhead creative services department in Zone 5 daily. Strong on design and layout. Proven ability to develop ideas into space selling campaigns. Send resume and samples to Box 380, Editor & Publisher.

READY TO MOVE UP?

Here's your opportunity to be considered for management positions with leading newspapers in every state. And, on a completely confidential basis! As management consultants specializing in executive search, our policy is to accept resumes with the understanding that we do not attempt to find jobs for individuals, but rather, retain these resumes to match your qualifications with client requirements. No contact will be made with present or past employers without your permission. To be considered for openings in the \$18,000 to \$75,000 range, send resume stating position desired, salary requirements, and geographical preference to

CARL YOUNG,
RON CURTIS & COMPANY,
O'HARE PLAZA,
5725 EAST RIVER ROAD,
CHICAGO, ILLINOIS 60631.
No fee and all replies acknowledged.

RETAIL DISPLAY SALESMAN, energetic and aggressive for 5-day PM offset paper. Experienced in layout and sales. Good starting salary, bonuses, pension plan and fringes. Send background and references. Daily Journal, Devils Lake, N. Dakota 58301.

HELP WANTED

DISPLAY ADVERTISING

OME WEST, young man, to good living and opportunity. Suburban weekly, \$10,000 paid, needs ad manager experienced in sales presentation, leadership and administration to develop our potential. Pay commensurate to qualifications. Send resume for full details, Box 20, Editor & Publisher.

RETAIL MANAGER

We're looking for a retail advertising manager with the potential to be an ad director (or more). You'd be part of a young, moving management team that's causing things to happen. Market is large enough to provide the cultural and recreational benefits of life, small enough to avoid the urban problems. There is plenty of challenge and responsibility, but you've got to be good. Experience is important but ability is more important. Zone 5. Want to talk? Resume to Box 516, Editor & Publisher.

VERTISING MANAGER wanted for fast growing weekly with 17,500 circulation at present. Must be self-starter. Salary negotiable. Send complete resume to Mr. Chester MacRorie, Navaho Times, P.O. Box 310, Window Rock, Ariz. 86515.

VERTISING SPACE SALES—Professional magazine, \$8,500 salary plus commission. Some travel. Will consider junior salesman. Resume to GPO Box 207, New York, N. Y. 10001.

EDITORIAL

UNUSUAL OPPORTUNITY for a smart, "live wire" person to join a progressive daily in the Northeast. Persons with 5 years experience and agree can fill this spot which could lead to an editorship. Salary open. Give full details, Box 481, Editor & Publisher.

WANTED

Newspaper in the West Indies has openings for the following:

1. Fast, hard-working, experienced reporter able to handle interviews and camera, strong on features.

2. Gal Friday, with experience in filing general advertising or classified ad able to write women's or business-oriented column.

3. Circulation supervisor, strong on promotion and experience with newspapers and street sales.

Send resume, samples (where appropriate) salary requirements and state available to Box 548, Editor and Publisher.

CONSERVATIVE metropolitan daily in Midwest seeks all-around editorial writer with specialization in national affairs. Familiarity with the Washington scene, especially Congress, as important as previous newspaper experience. Solid background in history and politics also useful. Job also involves opportunities in copy editing and page makeup. Box 33, Editor & Publisher.

SOUTH FLORIDA

Expansion at Gore Newspapers Co. has created openings for reporters and copy editors. Minimum 2 years newspaper experience. Resume and salary requirements to Managing Editor, Ft. Lauderdale News (PM) or Managing Editor, Sun-Sentinel (AM), P.O. Box 31, Ft. Lauderdale, Fla. 33302.

AFTERNOON DAILY, 28,000, seeks managing editor. Primary considerations: administrative and copy desk experience, knowledge of new technology, innovative. Apply: Editor, Daily Times-News, Burlington, N.C. 27215.

REPORTER with editorial ambitions. Zone 2, 30,000 weekly. Box 475, Editor & Publisher.

SPORTS EDITOR—Medium sized daily with unusual concentration of colleges and high schools in circulation area desires sports editor for building department, enthusiastic coverage and filing occasional column. Zone 4. Apply to Box 463, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

ENERGETIC, EXPERIENCED newsman for growing award-winning Cincinnati weeklies. Must be aggressive, competitive, like desk work. Camera helps. Not afraid of work in exchange for good pay, fringes, eventual promotion to managing editor and on. Send clips, tell all first letter. Confidential replies to E. B. Wright, Jr., Forest Hills Journal, 7826 Beechmont Ave., Cincinnati, Ohio 45230.

OFFSET MORNING DAILY in Zone 7 seeks wire editor with layout ability to package attractive news product. Number 3 position on 12-man staff also carries duties of staff direction. Position is no job for shrinking violet. 40-hour week and good fringe benefits. Excellent opportunity for advancement. Send resume, recent photo and salary requirements, and samples of your work. Box 477, Editor & Publisher.

FINANCIAL REPORTER-EDITOR

Strong reporter-editor sought who can dig into business and financial news. The person we seek must be able to turn out bright, readable copy quickly and have the ability to assume broad responsibilities on a news magazine that goes to the business and financial communities. To the right person, we offer an opportunity for rapid advancement and an extremely pleasant work environment. Salary open. Our employees know of this ad. Box 549, Editor & Publisher.

SPORTS COPY EDITOR/MAKEUP Specialist to supervise night staff on West Coast metropolitan morning daily. Overall responsibility for: selecting stories, editing all copy, writing headlines, selecting pictures, makeup of all pages. Must have sound news judgment, be critical and constructive in editing and have a flair for imaginative layout. Several years experience on a morning newspaper, plus broad sports knowledge, desirable. Resume and tear-sheets to Box 388, Editor & Publisher.

EXPERIENCED REPORTER

Position open (no new grads need apply) to the very few who have done it all and done it well, who can show solid clips. References to back up applications to Tucson Daily Citizen, a 60,000 P.M. Address: Dale Walton, Managing Editor, Box 5027, Tucson, Arizona 85703.

REPORTER with some accounting, business background, to write and edit in publication department of large New York firm. Work on newsletter, magazine, booklets. Assist technicians develop outlines into finished articles. Patience, tact required. Box 492, Editor & Publisher.

SELF STARTER capable of writing about a changing society, lifestyle and people doing interesting things. For an evolving feature section that is a key part of a progressive newspaper. Pay is good if you are. Zone 5, Box 414, Editor & Publisher.

OHIO, 50,000 circulation daily seeks copy editor for central desk. Editing, headlines, layout. Good pay; advancement opportunities. Box 425, Editor & Publisher.

INVESTIGATIVE REPORTER—Will handle major general assignment stories and concentrate on investigative work. Absolute minimum 2 years professional experience required. Send resume and clips of your 3 best stories to Edward D. Casey, Evening Capital, Annapolis, Md. 21401.

WANTED: CONSERVATIVE but non-doctrinaire Florida coastal daily seeks writer who can produce salty, well-written editorials that reach a definite conclusion. Send full resume and recent clips to Box 484, Editor & Publisher.

SPORTSWRITER—\$13,000 or more for a professional to work nights on major Zone 2 daily. Replies in strict confidence. Box 482, Editor & Publisher.

HELP WANTED

EDITORIAL

MANAGING EDITOR with 7-day-a-week morning and afternoon offset daily in Zone 6. Take complete charge of news department of 12. Salary open. All replies confidential. Please send detailed resume to Box 510, Editor & Publisher.

ARTICLES EDITOR

We are looking for an ex-movie magazine editor or freelancer who specializes in Hollywood and celebrity material. Must have American and European contacts plus reporter's experience in tracking down details and photos for factual, hard-hitting stories and features. Please send resume to Box 444, Editor & Publisher. Replies will be kept confidential.

HARD HITTING general reporter needed by 17,000 offset morning paper aiming for pace setter recognition. Regional daily serving panhandle of Nebraska and Eastern Wyoming. Close to skiing, recreational areas of Rockies and Black Hills. Excellent hunting and fishing. 40 hour week and good fringe benefits. Send resume, recent photo and salary requirements to:

Daryl M. Hall
Managing Editor
Star Herald
Scottsbluff, Nebraska 69361

WOMEN'S PAGES: We're looking for a strong writer who can add sparkle and substance to our women's news. Emphasis on what women do and think. Small staff (2) promises variety and chance to assist women's editor with ideas, planning and laying-out pages. Morning newspaper in Area 2. Send samples of best stories with full resume to Box 408, Editor & Publisher.

SUNDAY NEWS EDITOR

Generate story ideas, edit copy and art, and direct a news staff producing a 44,000 circulation weekend edition. Reporting and copy editing experience required, some supervisory experience preferred. Excellent benefits and advancement opportunity. Salary above \$13,500. Send resume to George B. Irish, Metro-East Journal, P.O. Box 745, East St. Louis, Ill. 62203.

EDITOR-REPORTER — Editorials, headlines, editing, reporting weekly meetings, take some pix, layouts, know libel law, good writing skills, direct 2-man staff. Established weekly in beautiful New Hampshire seacoast area. Send resume to R. C. Dear, Hampton Union, P.O. Box 367, Seabrook, N.H. 03874.

ASSOCIATE EDITOR, 2-5 years daily newspaper experience preferred, for nationally circulated news-oriented building construction monthly magazine. Good opportunity to learn exciting field for someone who hustles. Limited travel. Chicago area. Box 546, Editor & Publisher.

WHY NOT SPEND VACATION IN WEST INDIES?

Have a vacation coming up? If you have experience in reporting, circulation, advertising (general or classified) production or any other skill in the newspaper industry, and you have a vacation coming up, why not spend all or part of it with us here in the West Indies, putting in some time with a small newspaper and mixing a little work with fun in the sun? Outline your skill, time available and compensation required in letter to Box 550, Editor and Publisher.

CITY EDITOR—7-day, 29,000 Zone 3 offset daily seeks person strong in copy editing and staff leadership with desire to work with electronic editing in 52,000 city. Resume to Box 418, Editor & Publisher.

J-GRAD—Energetic reporter, male or female. Strong on spot news and features. Responsible staff position with award winning tri-weekly. The Gaffney Ledger, P.O. Box 670, Gaffney, S.C. 29340.

HELP WANTED

EDITORIAL

SOPHISTICATED first-string film critic required for growing progressive Southern weekly. Reviewing experience, not necessarily professional, essential. Clips and resume to: Dept. FHR, Richmond Mercury, 16 E. Main St., Richmond, Va. 23219.

SPORTS WRITER, DESKMAN

Zone 1 Daily and Sunday needs a mature, experienced person for 4-men sports department. Send resume and salary requirements to Box 526, Editor & Publisher.

NATIONWIDE GROUP. Opportunities, all phases of newsroom operations. Send resume, references. Box 511, Editor & Publisher.

NEWSWOMEN AND MEN. Cash in your brass checks. J-school graduates, stop hunting. Big East Coast city weekly offers jobs worth doing. Prompt reply for informal resume, clips to Box 531, Editor and Publisher.

MAINTENANCE

MAINTENANCE DIRECTOR

Area 4 large metropolitan newspaper needs qualified maintenance director to be responsible for the repair and maintenance functions of electrical machinery, air conditioning and all building maintenance. Must be knowledgeable in maintaining production equipment including Supermatics, High Speed Goss presses with Fincor drives, Cutler Hammer stackers, Sheridan inserting machines and other miscellaneous shop equipment. Some technical training beyond the high school level including electronics training. Salary \$300 per week plus fringe benefits. Confidential replies to Box 81, Editor & Publisher.

MARKETING/RESEARCH

MARKETING RESEARCH ANALYST/SUPERVISOR

Rare is the opportunity for a researcher to become involved in this diversity of challenging activities for one of the world's leading communication companies:

- development of demographic, product and mixed media audience data
- opinion and attitude surveys
- involvement in research projects for in-depth news features
- department supervisory responsibility
- innovation of research studies
- interpretation and projections of census data
- just about the complete spectrum of research activity.

Media, company or agency research experience with strong marketing and statistical emphasis required.

If you fit this description, send resume with salary history in confidence to James Moss, The Washington Post, 1150 15th St., N.W., Washington, D.C. 20005. No calls please.

HELP WANTED**PRESSROOM**

OFFSET WEB PRESSMAN to relocate to Florida; camera and stripping experience preferred. Must be reliable. Good salary, benefits and working conditions. Box 348, Editor & Publisher.

PRESSMAN for Goss Urbanite, Zone 2. Send resume to Box 89, Editor & Publisher.

WE GOOFED!

On March 3 and 10 we carried an ad for a Pressroom Foreman and inadvertently ran the wrong phone number. The ad, with the correct number appears below. If you tried to reach this advertiser, please try again as he would very much like to hear from you.

PRESSROOM FOREMAN for new 6 unit Urbanite located in northern New Jersey. Looking for top quality person to work towards management level. \$22,500 a year + profit sharing. Call Miss Melton, (201) 696-4222, collect.

Our apologies to the advertiser and our readers.

PRESSROOM MANAGER needed in Florida. Must know all types offset equipment, have a proven background in preventive maintenance, scheduling and cost control. Replies in strictest confidence. Box 501, Editor & Publisher.

COMPETENT OFFSET PRESS FOREMAN for 6-unit Urbanite with 2 color decks. Are you a No. 2 man in a top calibre shop, blocked for advancement? Top salary and benefits for an aggressive, cost-conscious leader. Write giving full resume, send samples of your paper. All replies held in strict confidence. Norman F. Rau, Publisher, Sandusky Register, 314 W. Market St., Sandusky, Ohio 44870.

PRODUCTION

ENERGETIC PERSON with knowledge of offset as Assistant Manager of printing plant. Must be able to schedule work flow and manage people in active, growing plant, New York City area. Good future with expanding newspaper group. Box 489, Editor & Publisher.

EDITOR & PUBLISHER Classified Ads produce results like no other publication in the newspaper field! Whether you have machinery, supplies or newspapers to sell (or buy)—need a top qualified person to fill an opening—or are looking for just the right spot to advance your career—put an Editor & Publisher Classified to work for you.

PUBLIC RELATIONS**PUBLIC RELATIONS EXECUTIVE**

Major publisher seeks management oriented individual with in-depth experience in press relations, the development of publicity materials, specific promotion know-how and a demonstrable leadership capacity.

Position requires the stature and presence required to deal effectively at newspaper publisher level.

The successful candidate will have 5-10 years experience with public relations agency, magazine publisher or consumer oriented manufacturer.

Position will interest candidates now earning in the low 20's.

BOX 515, EDITOR & PUBLISHER

An Equal Opportunity Employer

HELP WANTED**PRODUCTION****PRINTING PUBLICATIONS MANAGER**

Publications manager needed for student publications at major Midwestern university. Applicants should have two years experience in cold-type composition and printing. Responsibilities include personnel supervision, production administration and planning and minor maintenance. Salary in \$8-13,000 range, depending on credentials. Apply to Bill Richardson, Board of Publications, 111 Murphy Hall, University of Minnesota, Minneapolis, Minn. 55455.

MANAGEMENT OPPORTUNITY, one of finest medium-size dailies in Zone 6. If it's early in your career, you have photocomposition experience and knowledge of ITU Law, get with a go-getter organization. Must be capable of managing people and newspaper production facilities to achieve cost efficiency, product quality. Reply fully, Box 525, Editor & Publisher.

ASSISTANT TO PRODUCTION MANAGER

Challenging opportunity for energetic individual strong in all areas of newspaper production. Heavy emphasis on special projects, systems, new technology, etc. involved in conversion to offset. Computer background a plus. Degree in printing management or industrial engineering preferred.

This is a new position with excellent growth potential for someone who is anxious to become involved in all phases of production management.

Excellent starting salary and complete benefit program. Daily and Sunday operation in Zone 2. Suburban location within easy reach of big city attractions. Send full details including present salary in complete confidence to Box 532, Editor & Publisher.

PROMOTION**HEY PRO, WOULDN'T YOU RATHER BE IN NEW ENGLAND?**

Major New England newspaper combination seeks promotion take-charge guy (or gal). Experience a must. Once in a lifetime opportunity for a real go-getter! Send resume and present salary to Box 545, Editor & Publisher.

PUBLIC RELATIONS**HELP WANTED****PUBLIC RELATIONS**

EDITOR/WRITER for major oil company public relations department, Zone 6. Need strong writer for publications, speeches, booklets, etc. Must have degree and 4-5 years solid writing experience. Send resume and samples to Box 553, Editor & Publisher.

NEW YORK LABOR UNION with state-wide operation seeks recent graduate for general responsibilities in publications and public relations. Must have some experience in layout, production, and writing. Good salary and extremely liberal benefits for this growth position. Resume and samples required. Box 520, Editor & Publisher.

PR or A/SP SPECIALISTS

Press relations writer or advertising/sales promotion specialist. Plastics or chemicals background preferred.

Immediate openings with top manufacturing firm located in Northeast. Please send resume to:

BOX 554, EDITOR & PUBLISHER
An Equal Opportunity Employer

WANTED, by public relations department of Atlanta-based corporation, newswriter, some experience, who can produce broadcast/print copy. Starting salary, \$700. Box 462, Editor & Publisher.

ACADEMIC

ADVERTISING/BROADCASTING pro with Master's in Journalism seeks Zone 2 teaching. Bob Junas, 936 Peace St., Hazelton, Pa. 18201. (717) 454-1660.

NEWS BUREAU-TEACHING job sought by deep-grounded MA with 15 years experience, newspapers and magazines. Available summer. Prefer Zones 3 and 4. Box 538, Editor & Publisher.

ADMINISTRATIVE

YOUNG GROUP EXECUTIVE—skilled manager. All phases of newspaper operations. Seeking general manager, ad director, group purchaser, other. Box 474, Editor & Publisher.

CIRCULATION

CIRCULATION MANAGER—Will build or perpetuate a solid department through organization, training and sensible promotion. Prefer medium sized daily Zones 3,4, will consider all. Box 488, Editor & Publisher.

DO YOU WANT an aggressive, growth and profit oriented Circulation Director, mid-30's, with a proven record, available now. Box 491, Editor & Publisher.

CIRCULATION DIRECTOR—Fully experienced in all phases of circulation. Strong on increases and organization. Will relocate. Available immediately. Resume on request, Box 459, Editor & Publisher.

34-YEAR-OLD CIRCULATOR: 16 years experience all phases (6 years management) seeks position as Circulation Manager. Box 442, Editor & Publisher.

CIRCULATION MANAGER—Tops in circulation and revenue building. 20 years experience on large and small newspapers. Available now. Box 539, Editor & Publisher.

HELP WANTED**PUBLIC RELATIONS**

TOP NEWS, FEATURE WRITER for full-time position in medical social economic area. Central Pennsylvania. Send background, samples, salary need to Box 391, Hershey, Pa. 17033.

EDITOR

Owens-Corning Fiberglas Corp. is seeking creative, energetic employee communications editor for corporate publication. Excellent opportunity with growing, communications-conscious organization. Candidates should have years industry experience. Heavy emphasis on writing ability, news and feature, but also visually oriented—using words and pictures to communicate. Interested professional communicators send resume and writing samples to William K. Hamilton, Manager, Internal Communications, Owens-Corning Fiberglas Corp., Toledo, Ohio 43659.

INFORMATION ASSISTANT for nonprofit organization, Washington, D.C. Bachelor's degree. Writing, editing, public information, the print processes. Salary \$10,000 to \$11,500. Good fringe benefits. Equal opportunity employer. Box 540, Editor & Publisher.

SYNDICATE SALES**HIGHEST COMMISSIONS PAID**

U.S. and Canadian representative needed for two, new, fast selling newspaper features. Excellent material and growing list. Confidential. Box 38, Editor & Publisher.

Positions Wanted...**CLASSIFIED ADVERTISING**

PROMOTIONAL ORIENTED classified manager. 16 years ME and S daily. All areas and opportunities welcome. Box 534, Editor & Publisher.

DISPLAY ADVERTISING

ADVERTISING SALES—Experienced weekly, medium daily, presently to metro paper. Some editorial. Newspaper dedicated. Must have challenge in management or top sales. References and resume. Any Zone. Box 46, Editor & Publisher.

AD MANAGER/SALESMAN—Ambitious, promotion minded, thorough experienced all phases advertising. Early 60's, not interested in retirement. Box 411, Editor & Publisher.

YOUNG AD MANAGER with 7 years experience in daily and non-daily publications seeks position on non-daily newspaper in Zones 3, 4 or 6. Have proven record in sales and promotion. Call (704) 245-1887 after 5 PM EST or write immediately to Bill Hensley, P.O. Box 632, Forest City, N.C. 2804.

EDITORIAL

FAMILY/WOMEN'S EDITOR—reader ship; leadership; creativity; 15 years experience; winner national award. #B-1, 6488 State Rd., Parma, Ohio 44170.

SPORTSWRITER, 25, with 3 years experience for East Coast 100,000 circulation daily seeks position with comparable sized West Coast paper. Experience includes pro baseball, basketball, scholastic and collegiate coverage. Box 496, Editor & Publisher.

BRIGHT, ENERGETIC REPORTER 31, professional city hall, police experience on small city daily; AB liberal arts, plus J-school and campus reporting at Wisconsin. Own car, can handle camera. Seek position on daily, Zones 1-7. Clips, resume on request. Box 479, Editor & Publisher.

EDITOR & PUBLISHER for March 24, 1977

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & AL

EDITORIAL

REPORTER, experienced consumer writer for major metro daily's financial department. Also business writing experience. Hearst feature writing award in college. Versatile, interested in many areas. Box 508, Editor & Publisher.

DEDICATED NEWSMAN, MA Journalism, who believes reporting is fun, not work, seeks challenge and growth opportunity in Rocky Mountain or Pacific Northwest areas. Now environment writer for 90M PM in Zone 6. Can deliver those stories you want but scratch after glancing around the newsroom. Married, 32, family, 7 years experience. Eventual goal: editorial writing. Box 470, Editor & Publisher.

FEMALE REPORTER; 2 years general assignment for 120,000 combined circulation Pennsylvania daily. Seeks feature writing position in New York City area. Box 469, Editor & Publisher.

YOUNG EDITOR, 24, wants to be reporter, Zone 2, MA. Now editor-in-chief of 50M monthly paper. Love writing. Want challenging reporting job. Full- or part-time, hours flexible. Box 497, Editor & Publisher.

VERSATILE NEWSMAN, 16 years experience reporting, rewriting and editing, available for any one or combination of those jobs on Zone 1 daily or weekly with high standards; enjoys guiding young staff; has also written radio feature spots; Columbia J-School grad. Box 472, Editor & Publisher.

SEASONED NEWSMAN wants to edit an ambitious and lively daily. Proven ability. Box 483, Editor & Publisher.

CREATIVE, AGGRESSIVE husband and wife reporters for respected daily seek jobs leading to legislative, investigative or Washington assignment. and 5 years experience covers all beats, some editing and makeup. Box 399, Editor & Publisher.

5 YEARS DAILY reporting, female with Master's seeks job on same Zones 4, 3, 6, 9. Box 438, Editor & Publisher.

NEWSWOMAN, 5 years experience in reporting, copy editing, heads, layout and makeup, seeks layout/copy editing or reporting spot on progressive daily. Prefer Zones 5, 7 or 8. Handy with camera. MA, 29, and ready for long-term commitment to a paper that can offer challenge and advancement. Box 447, Editor & Publisher.

DULL, INSIPID SPORTS WRITING not my bag. Young man, superb references, seeks sports or news job on Zone 1 or 2 daily. 30 Torlina Ct., Baltimore, Md. 21207.

AWARD-WINNING humor columnist and film-maker who has written for top magazines seeks challenging, creative writing position. MS in communications, 25, single, broadcast, newspaper experience. Box 484, Editor & Publisher.

SPORTS WRITER, 24, college grad with experience, knowledge and initiative. Able to handle any sports beat. Can provide quality clips. Box 385, Editor & Publisher.

NEW YORKER (sports writer for Zone 4 offset 5-day) seeks spot on larger paper in home state for fall. 23, 18 months experience, hard worker. Desk experience also. Box 455, Editor & Publisher.

ENTHUSIASTIC, YOUNG sports-writer needs position on newspaper with 40,000+ circulation. Has Journalism degree from major university, extensive sports background and desk experience. Any Zone. Box 458, Editor & Publisher.

WRITER-PHOTOGRAPHER, award-winning, 5 years on daily newspaper, seeks lively, human interest oriented feature writing slot. Box 449, Editor & Publisher.

EDITORIAL

SPORTS EDITOR with 3 years experience seeking sports writing or editor's post on Zone 4 or 9 daily. Energetic and aggressive with experience in sportswriting, editing copy, layout, headline writing, broad sports knowledge. Box 502, Editor & Publisher.

HONORS J-GRAD, 27, seeks first post-college reporting job in Zone 5, 7. Any beat. Box 499, Editor & Publisher.

AGGRESSIVE, thorough California daily newsman. Experienced city, sports editor. Degree. West Coast preferred. Box 512, Editor & Publisher.

WANT to make things happen? Renaissance man with newspaper background, many magazine articles, seeks editor or management post. Object to reach potential. Box 514, Editor & Publisher.

EXPERIENCED EDITOR-REPORTER, 40, seeks job editing small newspaper or magazine. Background: BA, history. Reporter, PM daily. Assistant editor; city monthly magazine. Managing editor; alumni quarterly. News editor; small daily, weekly. Staff writer, co-editor, urban weekly newspaper. Currently editor Sunday supplement magazine. Salary: \$9,000-\$10,000. Any area. Box 521, Editor & Publisher.

YOUNG MARRIED sports editor of small town daily seeks better job. Will consider staff position. Box 519, Editor & Publisher.

S.O.S.

Crack editor/writer at helm of soon-to-be torpedoed magazine. Heavy mag, newspaper experience; editorials, features, investigative, social sciences, entertainment, photography, copy desk, layout, administration. BA, Russell Sage fellow, 43, married, current salary \$18,500. Will consider any creative, reasonably stable magazine, newspaper, house organ, public relations post. Box 547, Editor & Publisher.

MALE, 28, BS, news writing-editing, seeks newsroom position. Writing samples available. Area 2. Box 518, Editor & Publisher.

I DON'T COME CHEAP—but talent never does. Young editor, experienced all phases daily and weekly, wants to relocate. Prefer Florida or New England. Knack for worthwhile innovations; keen eye for off-beat news, art, features. All queries answered promptly. Box 517, Editor & Publisher.

VERSATILE NEWSWOMAN with 9 years experience in writing, editing and makeup of newspapers and trade magazines seeks position in southern Michigan. MSU J-grad. Write 702 Bradley Rd., Chapel Hill, N.C. 27514.

COLORADO, IDAHO OR OKLAHOMA: preferred location for newsman, 30, J-degree, married, experienced (8 years) reporter/editor, seeking new job. Box 528, Editor & Publisher.

PUBLICATIONS EDITOR/Printed Production Manager with major corporation seeks responsible Journalism position on medium to large daily. Seven years Journalism, advertising and printed production experience. BSJ degree, family, 29. Prefer Zones 5 or 7. Box 522, Editor & Publisher.

NEWS REPORTER-PHOTOGRAPHER—feature writer with 14 years experience in various news publications is seeking public relations or editorial work. Because of family commitments, must locate in Kansas, Oklahoma, western Missouri or northwest Arkansas. Now employed with award winning daily. Agricultural background, some radio and public speaking. Box 530, Editor & Publisher.

EDITORIAL

WELL-ROUNDED 5-year metro reporter with good references desires a better job on the West Coast, but you probably can't afford me. Resume sent on request. Box 529, Editor & Publisher.

DEPENDABLE, 33, in dead-end job. BS with majors in Journalism and printing management. 5 years as editor of industrial magazine. Previously editor of weekly newspaper for 4 years. Earlier writing, photography and printing experience on weekly, bi-weekly and daily newspapers. Interested in advancement in Rocky Mountain state, preferably Colorado. Box 528, Editor & Publisher.

REPORTING or news executive job on aggressive daily, any size, sought by reporter, 35, with MA and 9 years on general assignment, city hall, and political beats for 220M and 55M dailies. Box 527, Editor & Publisher.

FORMER LIFE CORRESPONDENT, investigative, newsfronts reporter. Random House author, seeks editorial position with a responsible newspaper. I am willing to do what others do. I enjoy work of a dangerous nature. Can provide reviews and full references. Prefer Zones 4, 8 and 9. Box 533, Editor & Publisher.

REPORTER-EDITOR-DESKMAN, J-degree, 9 years experience. Brilliant. Industrious. Steady. Consider any location. Job's the thing. Box 536, Editor & Publisher.

THREE YEARS experience writing film reviews and travel articles in Europe, Californian, 32, wants to come home and do same. Prefer metropolitan area. Frank Wiswell, Stars and Stripes, APO N.Y., 09175.

CITY EDITOR, 31, of Midwestern daily wants to concentrate on features and related photography, investigative reporting, editorials and/or column. Top AP awards, 3 1/2 years experience, anthropology MA, fluent Spanish. Prefer Zone 1, 2, 3 or Ohio. Resume, clips, references on request. Mark Windhead, Daily Republic, Mitchell, S.D. 57301.

AMBITIOUS Kenyon College BA '73 with weekly and college paper experience. Not afraid to work or learn, want experience more than cash. Zone 9 native, prefer 9, but will go anywhere. Box 542, Editor & Publisher.

REPORTER TRAINEE: I'm starting out, looking for a smalltown daily (triweekly). English major. Hours, pay mean nothing. The experience is what counts. All zones. Theodore Magnuson, 1210 W. Michigan, Kalamazoo, Michigan 49007.

FREELANCE

REPORTER - FEATURE available southern California area, places, people. Any Photos too. You request: I. H. C. Davis, 3231 15th St., N. Beach, Calif. 92660.

LIBRARIANS

LIBRARIAN, MLS, experienced, organize, direct personnel: analyze, classify, research specialty. Prefer west Mississippi River. Box 486, Editor & Publisher.

PHOTOGRAPHY

ACCREDITED NEW YORK press photographer desires position in metropolitan area. (212) 474-1194.

MULTI AWARD winning news photographer from now deceased New England metropolitan daily desires position with large or small daily in Midwest or South. For resume and portfolio write Box 418, Editor & Publisher.

PRODUCTION

GOING COLD TYPE? Composing room foreman with extensive experience training TTS operators, pasteup and markup people is ready to move up. Send for resume. Box 476, Editor & Publisher.

FORMER PHOTON Service Engineer, 14 years photocomp in newspaper and commercial. Excellent operator. Resume available. Box 461, Editor & Publisher.

ENERGETIC SYSTEMS ANALYST with 3 years ADP planning plus offset and phototype experience can help solve your systems selection and operating problems. College Grad. Box 375, Editor & Publisher.

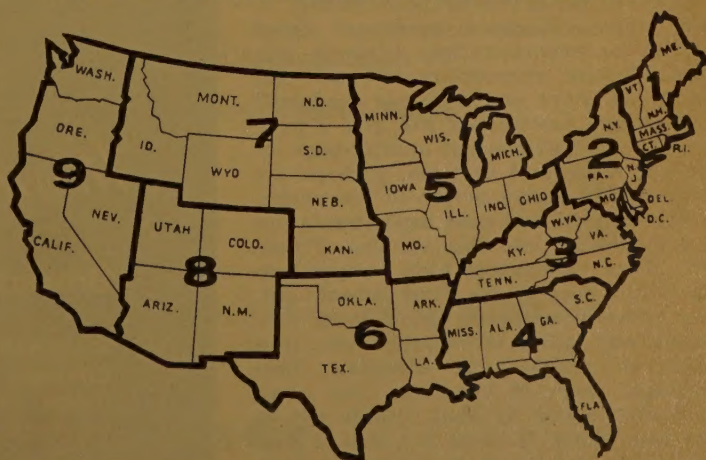
PUBLIC RELATIONS

PUBLIC RELATIONS PRO with news reporting and feature editing background. 10 years general public relations experience (government relations, press/community relations, public speaking, photography). Will travel. Box 495, Editor & Publisher.

PUBLIC RELATIONS position sought by capable professional with 13 years experience. Background includes military PIO, daily newspapers, University PR, 8 years as PR director in broadcasting. Strong writer/editor with thorough knowledge of printing. BS English with grad work in Journalism, English. Age 36, married, 3 children. Location, salary open. Available June. Box 537, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



The meaning of a free press

...the newspaper business is slipping into high gear in a project to help the American people understand and appreciate the meaning of freedom of speech and of the press.

On March 3, following the National Conference of Newspaper Associations at ANPA headquarters in Reston, Va., we wrote that "one immediate result of the meeting will be a coordinated campaign to involve all newspapers in a program to tell the public just what the First Amendment guarantees of free speech and press means." Our column was titled "Pulling together," and that is exactly what has been happening.

Phase 1 of the project embraces reproduction and distribution of a series of six full page ads that appeared originally in the *South Bend Tribune* in January and February. The first ad in the series, "A Free Press Protects Your Free Speech," appears on page 31 of this issue. The five other ads containing pictures of famous Americans and appropriate quotations on this subject will appear in successive issues of E&P.

Next week, Metro Associated Services, Inc., 80 Madison Ave., New York, N.Y. 10016, as a service to the newspaper business will mail out to 1,100 newspapers sets of repro proofs of the entire series.

Anyone who doesn't receive the Metro mailing can reproduce the ads from the pages of E&P if they wish.

Phase 2 will involve more display ads on the same subject. Representatives of the creative services—Metro, Multi-Ad Services, and SCW, Inc.—will meet April 3 at ANPA headquarters with copy and layout ideas for a brain-storming session. The sparkplug behind this effort has been Sidney W. Bordelon, secretary of the International Newspaper Advertising Executives.

The plan is to have repros of six more ads in the hands of publishers or newspaper admen in May with another two to four to go out in July.

With the ANPA keeping publishers informed of what is being done and sending them copies of the ads, all bases should be covered.

In one of his letters to those involved in this project, Bordelon questioned "why we, in the communications business—the most effective communicators—have not gotten the story across to our readers?"

If enough newspapers will give a page a week, or a half-page, or quarter-page, to the ads being sent to them, perhaps the story can be gotten across to the public.

The editorial and news departments can and should get into this act also, if they will. Some newspapers have wrapped up the whole story of the First Amendment, free press, free speech, shield laws, subpoenas and jailing of reporters, etc., in a series of articles and editorials, then packaged them in brochures and given wide distribution by mail. Others can do the same thing. If there is a lack of staff originality on what to do and how to do it,

the *Boston Globe*, *Newsday*, and others that have done a good job, undoubtedly would give permission to borrow their material.

Pride in one's profession doesn't appear in newspaper columns very often. A little more of this wouldn't hurt the cause, either.

Bob Talbert, *Detroit Free Press* columnist, started a recent piece this way: "I'm sorry to say that recently I unwittingly helped add to a totally false myth that's grown up around the country in recent years. The myth: that more people get their news from television than from the newspaper." Then he went on to quote statistics from studies—all reported in E&P—showing the contrary.

Then, turning to what the newspaper brings daily to its audience, he concluded with this:

"We are the most personal form of mass communication. We literally belong to you when we're in your hands, although some of you fight over who gets which section. We are personal because we are put together by local people who talk and write it out like you talk. We're personal because we're into what's worrying you, what's on your mind and heart or what's stuck in your craw.

"We have a lot going for us. That's why this has grown into a full column. It started out as an item. But the more I got into it, the prouder I became of belonging to something that's so vital to this country and to you. And, you know something, we aren't a bad sort. We entertain, we offer guidance, we pay tribute, and we bring a ray of hope into lots of lives. We encourage each other to do better and point out those who don't. For some people, we're an hour a day they can count on. An hour filled with involvement and excitement and a portion of compassion, along with a touch of humor. We help folks understand some pretty complex, some pretty heavy things that go on. We're a source of your being able to better communicate with other people. We think we're pretty special, because we know you are pretty special, and you are what we're all about."

Campus press obscenity ruling is overturned

By a 6-3 vote the Supreme Court ruled that colleges and universities could not expel students for distributing offensive publications because "the First Amendment leaves no room for the operation of a dual standard in the academic content of speech."

The Court ruled in the 1969 expulsion of a University of Missouri journalism student. The student, Barbara Susan Pish, had distributed copies of an underground newspaper which contained a cartoon portraying the rape of justice and liberty by policemen and a headline with profanity. She was expelled for not observing "generally accepted standards of conduct."

The Supreme Court majority held that neither the cartoon or article were "constitutionally obscene" and quoted a 1955 Supreme Court ruling that "state colleges and universities are not enclaves immune from the sweep of the First Amendment."

In a dissent, Justice William Rehnquist said that while the First Amendment would have prevented criminal prosecution of the student, it did not necessarily prevent a university from exercising control over its operations by expelling anyone who circulates offensive material.

The high court ruling overturned decisions reached by a Federal District Court and the U.S. Court of Appeals for the Eighth District. Voting with the majority were Justices William O. Douglas, William J. Brennan, Jr., Potter Stewart, Byron R. White, Thurgood Marshall and Lewis F. Powell, Jr. Dissenting were Chief Justice Warren E. Burger and Justices Harry A. Blackmun and Rehnquist.

News editor for group

The Gannett Newspapers have appointed William Chanin to a new position coordinating news editor for the seven Westchester Rockland Newspapers that will be published in a common plant at Harrison, N.Y. He is a native of New York City and has worked as a managing editor of the *Herald Tribune*, news and sports editor on the *Suffolk Sun* on Long Island and assistant city editor of the *Rochester (N.Y.) Democrat and Chronicle*.

the media brokers

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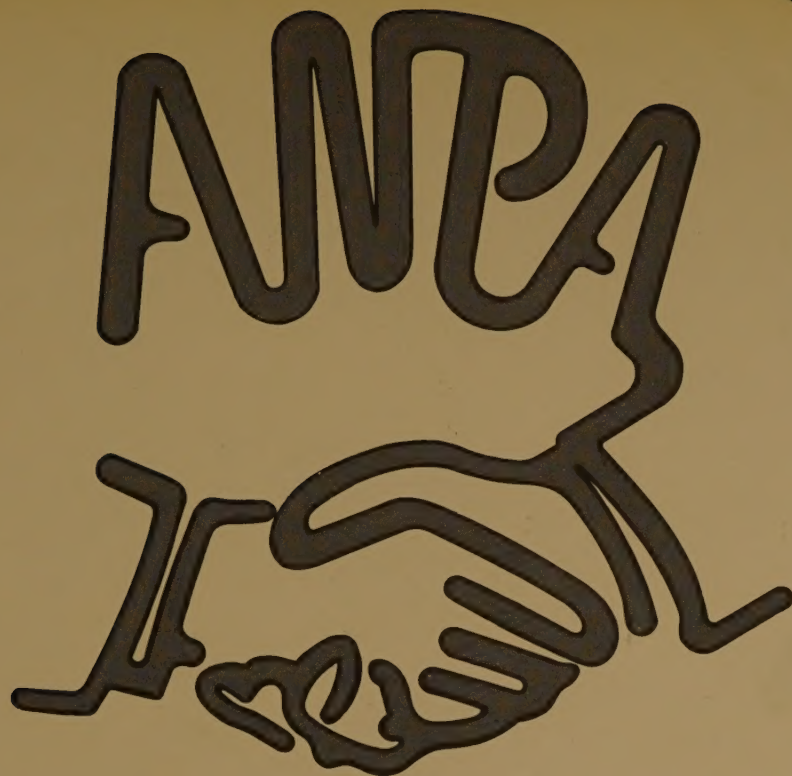
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Washington, D.C.: 1100 Connecticut Ave., N.W. 20036 (202) 393-3456

Chicago: 1429 Tribune Tower, 60611 (312) 337-2754

Dallas: 1511 Bryan Street, 75201 (214) 748-0345

San Francisco: 111 Sutter Street, 94104 (415) 392-5671



We're going to the Convention. Let us take you along.

When ANPA members and guests come together April 22-26, there will be lots of handshaking, excitement and shop-talk about newspapers. Attendants will be holding copies of *Editor & Publisher*, their center for all sorts of vital information . . . your advertising message, too. *Editor & Publisher* will report—in two issues—Convention Week news to readers back home in the shop as well as all the newsmakers at the Convention.

That means peak impact and saturation readership for your advertising message.

Check the features in these two issues. Check the advertising rates. Then check with E&P. We're going to Convention Week. Let us take you along.

PRE-CONVENTION ISSUE

APRIL 21

. . . distributed at the Waldorf to all ANPA Convention delegates and guests; furnishes complete program of events, social activities, and meetings. Lists names and addresses of all in attendance. Space reservation deadline—April 9, copy deadline, April 12.

CONVENTION ISSUE

APRIL 28

. . . with special "bulldog" edition distributed on final day of the convention . . . reports results of conferences, with comprehensive coverage of all sessions. Filled with photos, highlights and sidelights. Space reservation deadline—April 17, copy deadline—April 19.

ADVERTISING RATES

Page	\$875
One-Half	510
One-Third	385
One-Quarter	300
One-Sixth	235

. . . or E&P contract rates apply.

For space reservations call (212) 752-7050.

Reserve now!

Editor & Publisher

850 Third Avenue, New York, N.Y. 10022 • (212) 752-7050



The newsroom as a classroom.

That's the idea behind a unique program at Northwestern University's Medill School of Journalism called the "teaching newspaper" project.

Take journalism students out of the traditional classroom. Assign them to one of three select medium-size dailies where a challenging professional climate is assured. Let them see how editors and reporters cover public affairs in typical Midwestern communities. Most importantly, let them actually work as practicing journalists.

At The Evansville Press, one of the teaching newspapers, juniors Susan Smith and Michael Hyman are spending a full academic quarter learning things textbooks can't teach. They're working as full-time staff members getting a lot of attention from experienced newsmen—all of this while earning academic credit.

Their presence fits a belief that education never ends on The Evansville Press.

SCRIPPS-HOWARD NEWSPAPERS

ALBUQUERQUE TRIBUNE • BIRMINGHAM POST-HERALD • CINCINNATI POST & TIMES-STAR/KENTUCKY POST & TIMES STAR • PITTSBURGH PRESS
EL PASO HERALD-POST • EVANSVILLE PRESS • MEMPHIS COMMERCIAL APPEAL • CLEVELAND PRESS • COLUMBUS CITIZEN-JOURNAL
DENVER ROCKY MOUNTAIN NEWS • KNOXVILLE NEWS SENTINEL • MEMPHIS PRESS-SCIMITAR • THE STUART (FLA.) NEWS • FORT WORTH PRESS
HOLLYWOOD (FLA.) SUN-TATTLER • THE SAN JUAN (PUERTO RICO) STAR

Advertising Dept., 200 Park Avenue, New York City

Atlanta

Chicago

Dallas

Detroit

Los Angeles

Philadelphia

San Francisco

